



PRESS RELEASE

GENESIS MOTOR CHINA APPOINTS NEW CEO

SHANGHAI, July 31, 2024 — Genesis announced today that it has appointed Zhu Jiang as Chief Executive Officer of its China operations.

Zhu joins Genesis from Lucid China, where he served as the company's inaugural Managing Director, overseeing its entry into the China market and building its operations in the country. He has over 20 years of automotive experience, both in intelligent battery electric vehicle startups such as NIO, where he played an instrumental role in building the brand from the ground up, as well as in leadership roles in the China operations of global brands including BMW, MINI, Lexus and Ford.

"Zhu has deep experience operating both global and Chinese brands with an entrepreneurial mindset, injecting new vitality into established organizations," said Mike Song, Executive Vice President and Global Head of Genesis. "His talent in designing innovative customer experiences tailored for the Chinese market uniquely positions him to oversee our continued growth in China."

"I am thrilled to join Genesis," Zhu said. "Genesis' deep commitment to winning Chinese customers with both impressive products and a unique customer experience is inspiring, and I look forward to contributing to Genesis Motor China's success in the country."

Zhu's appointment as CEO will be effective Aug. 5. The role will see him collaborate closely with the broader Genesis Motor China leadership team, playing a crucial role in the brand's growth and advancement. Zhu's appointment as CEO marks the opening of an exciting new chapter for Genesis Motor China as it continues to drive excellence in the luxury automotive industry.

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