



PRESS RELEASE

GENESIS X CONVERTIBLE CONCEPT NAMED WINNER AT 2023 GOOD DESIGN AWARDS

- Award in Transportation category extends brand's winning streak at prestigious event to nine years

SEOUL, Jan. 17, 2024 – Genesis announced today that its X Convertible Concept has won the Transportation category at the Good Design Awards 2023. Notably, this latest accolade makes it the ninth year in a row Genesis claimed a design award at the esteemed event.

As the brand's inaugural convertible concept, the X Convertible completes the X concept trilogy and shares its architecture and electric powertrain with the X Concept and X Speedium Coupe Concept.

The convertible's folding hardtop roof features transparent moon roofs above the front row to create an open ambiance even when closed. This innovative design, coupled with the vehicle's architecture and powertrain, opens new possibilities of seamless communication with nature so that passengers can enjoy the surrounding environment in a completely new way, free from mechanical disturbance.

"The X Convertible Concept materializes the brand's Athletic Elegance design philosophy in its purest form while emphasizing the power of its emotional performance," said SangYup Lee, Head of Hyundai & Genesis Global Design. "The X Convertible Concept completes the electric vehicle concept trilogy by envisioning the future of Genesis design and inspiration. We will continue to explore new ways of creating the most immersive driving experiences and spaces in which customers can feel more connected to their vehicles and surroundings."

The Good Design Awards is bestowed annually by the Chicago Athenaeum Museum: Museum of Architecture and Design and The European Centre for Architecture Art Design and Urban Studies. Founded in 1950, the prize honors the highest level of design excellence across more than 30 categories.