



PRESS RELEASE

GENESIS CELEBRATES THREE WINS AT 2025 RED DOT AWARD FOR DESIGN CONCEPT

- The X Gran Coupe and X Gran Convertible are recognized in the Cars and Motorcycles category under Design Concept discipline
- Genesis X Gran Equator also receives distinction in the same category for its innovative design concept of an electric off-roader

SEOUL, July 21, 2025 — Genesis has won three distinctions in the Cars and Motorcycles category at the 2025 Red Dot Award for its concept design, showcasing its outstanding design capability in exploring different typologies.

X Gran Coupe & X Gran Convertible: The Reinterpretation of the G90 for Modern Lifestyle

First revealed at the 2025 Seoul Mobility Show in April, the X Gran Coupe Concept and the X Gran Convertible Concept are both based on the G90, maintaining the flagship model's distinctive Two-Line headlamps and Crest Grille.

The two concepts take the brand's design philosophy of Athletic Design a step further to accentuate the dynamic volume of the vehicles through the B-pillar-less design, elongated bonnet, and flared fenders.

In the rear, multiple elements including slim tail lamps, integrated lettering, a spoiler edge, and dual mufflers come together to complete a sporty yet elegant look.

The X Gran Coupe Concept, inspired by the tranquil Mediterranean landscape and its olive trees, sports a deep olive-green color coupled with cognac leather.

Meanwhile, the X Gran Convertible Concept finds its inspiration from the picturesque vineyards and fresh eucalyptus trees, featuring a burgundy-red exterior that resembles the color of pressed grapes, while the interior is finished in deep blue leather and eucalyptus wood.

X Gran Equator: The Ultimate Adventure Vehicle

Unveiled for the first time at the Genesis House in April, the X Gran Equator is named after the "finest stallion" in the world of Arabian horses, symbolizing endurance, agility, and refined power. As the brand's first adventure vehicle concept, the X Gran Equator Concept merges the Athletic Elegance design philosophy with the rugged spirit of overlanding.

Inspired by reductive design principles, the X Gran Equator Concept's exterior emphasizes clean lines and uncluttered surfaces. A long hood, sleek cabin and fast C-pillars form a



PRESS RELEASE

silhouette that is distinct from conventional SUVs, while dark wheel-arch cladding and 24-inch beadlock wheels highlight its off-road capability. The geometric auxiliary lamps and split-opening tailgate blend practicality with Genesis' signature Two-Line headlamps.

"In a luxury brand, a large coupe and a convertible serve as the icons for the brand," said SangYup Lee, Head of Genesis Global Design. "They are the ultimate expression of the Athletic Elegance design philosophy."

As one of the world's most distinguished design competitions, the Red Dot Design Award is acclaimed as a hallmark of design excellence. Among the three disciplines of the competition, the Red Dot Design Award for Design Concept honors cutting-edge and innovative design concepts in varying stages of product development each year.

- END -