



PRESS RELEASE

SWAPPING PLACES AND SWITCHING GEARS: GENESIS HITS THE BIG SCREEN IN DISNEY'S "FREAKIER FRIDAY"

- Genesis teams up with Freakier Friday for integration of Genesis GV60 and GV80 SUVs into the film
- Disney's "Freakier Friday" premieres in U.S. theaters on Aug. 8

LOS ANGELES, July 23, 2025 — Genesis is shifting into high gear with an exciting new entertainment venture to celebrate the upcoming release of Disney's "Freakier Friday," hitting U.S. theaters on Aug. 8. In a fun twist worthy of the film's iconic body-swap premise, Genesis is making a star-studded appearance of its own with its award-winning SUV lineup, including the sleek GV60 and the bold GV80, featured prominently in the much-anticipated sequel to the 2003 Disney classic "Freaky Friday." Genesis' media agency, Canvas Worldwide, facilitated a targeted media campaign that included linear and social media support, along with a custom spot highlighting the vehicle placement in the new film.

"Genesis is dedicated to crafting vehicles that understand and anticipate the needs of modern families," said Amy Marentic, Chief Marketing Officer of Genesis Motor America. "Through our collaboration with Disney on 'Freakier Friday,' we're inviting consumers to discover how Genesis can help them navigate life's daily adventures and empower the leading women who drive them."

Genesis vehicles are along for the ride as Tess (played by Jamie Lee Curtis) and Anna Coleman (played by Lindsay Lohan) navigate their latest body-swapping adventure in "Freakier Friday." Whether it's Tess recharging in her all-electric GV60 or Anna cruising through LA in the spacious GV80 SUV, each vehicle becomes an extension of their personalities — refined, bold and ready for anything. As the story unfolds, Genesis helps drive the emotional and physical journey of family dynamics and rediscovery, offering a sanctuary on wheels and a stylish symbol of connection across generations.

Through this integration with Disney's "Freakier Friday," there's an opportunity to introduce new families to the Genesis brand through the lens of storytelling. Rooted in the Korean principle of "Son-nim," or treating every customer as an honored guest, Genesis brings its distinctly Korean hospitality to the big screen, not just through its vehicles, but also the experiences they enable. Whether it's the peacefulness of the GV60's elegant cabin or the powerful presence of the GV80 on the road, each model reflects Genesis' commitment to creating memorable, human-centered moments.

- END -