



PRESS RELEASE

GENESIS MOTOR EUROPE APPOINTS CHARLES FUSTER AS BRAND DIRECTOR OF GENESIS FRANCE AND GENESIS ITALY

- Following the announcement at the 24 Hours of Le Mans in June, Genesis continues to prepare for its arrival in France and Italy
- Both markets will be led by Charles Fuster in the role of Brand Director
- With over 15 years of international experience in the automotive industry, Charles will lead the launch and market development of Genesis across France and Italy, with the brand scheduled to launch in early 2026

Frankfurt, Germany, Sept. 5, 2025 — Genesis Motor Europe announced today the arrival of Charles Fuster as Brand Director for Genesis France and Italy. This appointment supports Genesis' ambitions to bring a distinctive offering to the French and Italian markets and marks a crucial step for the brand's planned entry into these new markets in 2026.

Having held senior roles at Stellantis marques including Lancia, Jeep and Fiat, Charles joins the Korean premium brand with a deep automotive expertise and a strong track record of launching premium cars across Europe. In his international roles he has honed his skills across a variety of sectors including advertising, customer experience, life cycle management, network development, business management and brand management.

Charles will be based in Milan and work closely with European and local market teams. Using a targeted strategy Charles will focus on creating a network of Genesis retail partners, distinguished by high quality standards and unprecedented customer experience for the brand's range of advanced and dynamic electric cars.

"We are delighted to welcome Charles to Genesis," said Peter Kronschnabl, Managing Director for Genesis Motor Europe. "His international experience, combined with his in-depth knowledge of the markets and forward-looking strategic vision, will be fundamental to the success of the brand's launch in France and Italy. We are confident that, under his leadership, Genesis will firmly establish itself as a new benchmark in the premium segment in both countries."

"I am honoured to take on this role and contribute to the launch of Genesis in France and Italy." Charles commented. "This is a brand with enormous potential, combining distinctive design, technology and a customer-centric approach that I am sure will win the hearts of French and Italian motorists alike. I am looking forward to working with a skilled team to build a successful story, making the brand an icon of vibrant style and innovation in both markets."



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Genesis made its initial European debut in Germany, Switzerland and the United Kingdom in 2021, and the design-driven performance brand is now committed to becoming as a major player in the premium segment in France and Italy, as well as Spain and the Netherlands from next year.

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