



PRESS RELEASE

GENESIS ACCELERATES NORTH AMERICAN GROWTH WITH 22 NEW AND ENHANCED VEHICLE LAUNCHES THROUGH 2030

- 22 all-new or significantly enhanced vehicles planned to launch between 2026-2030¹ across the U.S. and Canada
- Launches span a diverse portfolio of core vehicles, new powertrains, expanded trims and derivative models

NEW YORK, April 1, 2026 – At the New York International Auto Show today, Genesis President and CEO José Muñoz announced a bold, multi-year product and manufacturing strategy that underscores the brand's long-term commitment to North America. From 2026 through 2030, Genesis plans to introduce 22 all-new or significantly enhanced models, including SUVs and passenger cars. These new vehicles include core models, new powertrains and expanded trims.

"Genesis reached one million cumulative sales faster than any other luxury brand in history, and we are just getting started," said Muñoz. "Today we are committing to 22 new or significantly enhanced vehicles in North America by 2030, spanning new powertrains, new segments and experiences designed around the Korean tradition of treating every customer as our 'Son-nim,' our honored guest. Whatever a customer's preference, whatever powertrain fits their life, there will be a Genesis for them."

These new models, advanced powertrains, and expanded production initiatives build on Hyundai Motor Group's previously announced \$26 billion investment in the United States, a comprehensive effort that includes a new, state-of-the-art steel mill in Louisiana and a robotics innovation hub, strengthening Hyundai Motor Group's manufacturing and technology footprint in the region.

This multifaceted, expanded North American product strategy aligns with Hyundai Motor Group's broader localization and manufacturing goals in the United States.

¹ Targeted information based on current plans and projections. Actual results, timing, and specifications may vary.



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Together, Genesis' expanded North American product lineup, growing U.S. production footprint and increased parts localization position the brand for sustained growth, greater flexibility and stronger alignment with customer priorities across the U.S. and Canada.

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