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GENESIS WINS MANUFACTURER OF THE YEAR IN 2027 TOPGEAR.COM AWARDS

- Genesis named Manufacturer of the Year in prestigious 2027 TopGear.com Awards
- Recognition follows landmark year for Genesis, spanning product innovation, market network expansion, expanded golf activation and Genesis Magma Racing motorsport debut
- The award comes amid launch of GV60 Magma, unveiling of flagship SUV GV90 and the continued growth of Genesis across Europe

LONDON, Nov. 25, 2026 – Genesis has been bestowed with Manufacturer of the Year by TopGear.com, recognizing a period of significant momentum for the South Korean brand across its product portfolio, customer experience and long-term growth strategy.

The victory is a landmark moment for Genesis as it enters only its second decade and showcases its commitment to innovation, distinctive products and unique hospitality. The launch of GV60 Magma, world premiere of the flagship SUV GV90, continued expansion of the Genesis retailer network, and the brand's entry into international motorsport through Genesis Magma Racing highlight the brands audacious spirit and focus.

Tom Ford, Associate Editor of TopGear.com, summarized the year as one where Genesis consistently wowed the industry with its future design vision through a series of striking concept vehicles. He noted how models such as GV60 Magma had won widespread admiration, whilst beyond the road, 2026 marked a major milestone for the brand through the development of Genesis Magma Racing and participation in the iconic 24 Hours of Le Mans.

On the accolade, Tom said, "There's definitely something in the water when it comes to Genesis — and it's all about forward thinking, evolution and ambition. It hasn't won this award for any one model in particular, it's won an award for feeling like it knows where it needs to be in the future. There's a feeling of... hope. Joy. Realism."

As Genesis continues to grow its presence globally, the brand remains focused on delivering a distinctive customer experience inspired by Korean hospitality, or "Son-nim," alongside a product portfolio of design-driven models defined by innovative technology and exceptional craftsmanship.

One of the most significant milestones in 2026 was the arrival of GV60 Magma, the first production model from Genesis' high-performance Magma program. Representing a new

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chapter for the brand, GV60 Magma combines enhanced performance with Genesis' distinctive design philosophy, showcasing the next evolution of the Genesis driving experience.

Genesis also unveiled GV90, the brand's forthcoming flagship electric SUV. Designed to embody Genesis' vision for premium mobility, GV90 demonstrated the brand's continued commitment to innovation, advanced technology and customer-focused premium experiences.

Alongside developments in its model range, Genesis has accelerated the expansion of its market presence, with a growing network enabling more customers to experience Genesis' distinctive approach to retail service and hospitality, while supporting the brand's long-term growth ambitions.

Luc Donckerwolke, President, Chief Creative Officer and Chief Design Officer, said, "I am very proud to see, 11 years after establishing the brand values, brand DNA and creating the design philosophy, the development of Genesis. As a young brand, Genesis strives to treat our customers as honorable guests: Son-nim in Korean. Design, technology and hospitality are reflected from the most advanced technological and luxurious flagship, the GV90 and GV90 Neolun, to the emotional GV60 Magma, first of the Magma line-up.

"We are passionate and emotional to deliver the best brand experience to our customers and are glad to extend our presence in Europe. This award goes to all the Genesis members that are pushing the boundaries and challenging the norms in the interest of our customers. Thank you to Top Gear for this award but most importantly for the motivation to continue."

With an expanding retailer network, a growing model range and ambitious plans across both product and motorsport, Genesis continues to build momentum as a design-driven performance brand committed to delivering exceptional experiences for customers wherever they encounter the marque.

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