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PRESS RELEASE

GENESIS MAGMA GT CONCEPT NAMED DESIGN OF THE YEAR IN TOPGEAR U.S. CAR AWARDS

- Magma GT Concept awarded for its distinctive and motorsports-inspired design

FOUNTAIN VALLEY, Calif., Nov. 6, 2026 – TopGear has honored the Genesis Magma GT Concept with its Design of the Year recognition as part of the TopGear.com U.S. Car Awards, highlighting the concept's cohesive design and striking presence.

"Winning Design of the Year is a meaningful recognition of the vision behind the Magma GT Concept," said Tedros Mengiste, chief operating officer of Genesis Motor North America. "Its motorsport-inspired design expresses our idea of 'Effortless Performance'—a balance of precision, confidence and purpose. As a brand halo, the Magma GT Concept helps guide Genesis' long-term performance vision, and showcases future possibilities for further growth of our racing program and product lineup."

The Magma GT Concept is Genesis' first pure sportscar typology, expressing the brand's "Athletic Elegance" philosophy through motorsport-inspired proportions. A low-set front bonnet and elongated, sloping roofline create a sleek silhouette, while wide rear fenders and a boat-tail cabin emphasize a low, wide stance. Integrated front canards and G-Matrix aerodynamic forms extend the design's visual identity while serving functional airflow and downforce purposes; a mechanical rear two-line lamp graphic completes its distinctive rear profile.

"The GT simply fits a Genesis aesthetic without hitting you repeatedly over the head with it or needing an hour-long PowerPoint for you to 'understand,' said Tom Ford, TopGear Associate Editor. "It's about what you leave out, rather than what you add in; the Tao of the edit. It feels coherent in a way that some concept cars - even some production cars - don't. And the more time you spend with it, the better it gets."

For information regarding Genesis' award-winning vehicle lineup, visit www.genesis.com.

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