



PRESS RELEASE

GENESIS UNVEILS REDESIGNED ELECTRIFIED GV70

- First-ever redesign of Electrified GV70 introduces more sophisticated exterior and interior upgrades
- Korean sales to begin in Q1 2025
- Exterior enhancements include MLA headlamps and Crest Grille featuring unique G-Matrix pattern
- Interior offers new mood lighting, 27-inch integrated widescreen display and touch-type air conditioning controls

SEOUL, Dec. 2, 2024 — Genesis today unveiled the newly designed Electrified GV70, boasting elevated luxury and meticulous attention to detail.

It's the first time the Electrified GV70 has undergone a redesign since the initial model began Korean sales in March 2022. The electric vehicle (EV) model was originally launched as the third EV in the Genesis lineup, following the introductions of the Electrified G80 and the GV60.

The latest Electrified GV70 incorporates more intricate details than its predecessor, taking the brand's design philosophy of "Athletic Elegance" to new heights.

Exquisite Exterior Design Details

On the front fascia, the Electrified GV70 showcases a new form of Crest Grille with a gradient G-Matrix pattern, accentuated by a bumper design that exudes a wide and sophisticated appeal. The refined intake grille pattern epitomizes the elegant sensibility unique to electric SUVs. The Two-Line headlamps, a hallmark of Genesis, incorporate Micro Lens Array (MLA) technology, improving lighting performance with exquisite design elements.

The side profile presents new 20-inch wheels in a sleek matte dark gray shade, while the color of the existing 19-inch wheels has been altered to create a robust yet sophisticated feel.



PRESS RELEASE

On the back, the turn signals have been relocated from the bumpers to the rear combination lamps, enhancing visibility for vehicles behind. The turn signals now adhere to the front Two Lines concept, with the lower part of the bumper also featuring Two-Line chrome garnish for an enhanced aesthetic.

The shape of the high-mounted stop lamp (HMSL) located on the rear spoiler has been streamlined, and a module integrating a digital center mirror (DCM) and a built-in camera has been applied to the lower part of the HMSL, creating a cleaner image.

Added to the exterior color options is the new “Ceres Blue” in gloss or matte.

Interior Comfort and Refinement

The interior of the redesigned Electrified GV70 fully embraces Genesis’ distinctive design principle of the “Beauty of White Space,” seamlessly incorporating state-of-the-art technology to boost the luxury experience.

The 27-inch OLED display offers a user-friendly single horizontal layout that integrates the cluster and infotainment system, while the touch-based heating and air-cooling system emphasizes advanced functionality.

The mood lamp, extending from the upper part of the door trim to the center fascia, contributes to the overall luxurious mood, complemented by the new monotone steering wheel adorned with meticulously crafted stitching.

The newly applied EV-exclusive door garnish and mood lamp, together called “Milky Way Pattern Mood Lighting,” maximizes the elegant ambience. With real aluminum speaker covers, the premium Bang & Olufsen sound system takes the auxiliary experience to the next level.

The model comes in three interior color options, including the newly introduced EV-exclusive Icy Blue/Glacier White Two-Tone.

Korean sales for the redesigned Electrified GV70 will start in the first quarter of 2025.



Genesis PR
pr@genesis.com
newsroom.genesis.com

PRESS RELEASE

Disclaimer: Specifications may vary depending on region. Please contact your local Genesis retailer for more information.

- END -