

“REWARDING, NOT CHALLENGING”: GENESIS CHIEF CREATIVE OFFICER ON LUXURY HIGH-PERFORMANCE PHILOSOPHY

SEOUL, Oct. 16, 2025 — When Luc Donckerwolke, Chief Creative Officer of Genesis, speaks about Magma, his passion is clear. Magma isn’t a sub-brand (literally); it’s a philosophy and a bold vision of what luxury high-performance can and should be.

As Genesis prepares for the anticipated launch of its first Magma production model, the GV60 Magma, Donckerwolke shares a story that blends innovation, heritage and an evolving definition of a luxury automotive brand.



The Genesis of Magma

For Genesis, the road to Magma was years in the making.

According to Donckerwolke, Magma was born out of a desire to explore new emotionally resonant dimensions within Genesis’ lineup. It started as a test to determine if there was room for a more “emotional Genesis,” one with an “alter ego.”



That idea took shape through the GV80 Coupe Concept in New York in 2023, a project that pushed the boundaries of traditional luxury.

This exploration continued with limited-production projects such as the G80-based edition in Dubai, but the GV60 proved to be the perfect model to officially launch Magma.

"We start with a bundle of energy, which is the GV60. It's also the youngest product we have in the brand," Donckerwolke said. "So, it makes sense to start with this one, and then to mature the Magma lineup with different typologies of vehicles."

This choice wasn't about convenience. It was about establishing a deeper philosophy and process.

"Magma is always the best of the best of Genesis models," he said. "It's the superhero of Genesis; a bionic cocktail between the values of the original model, the donor vehicle and this extra facet."

Defining Luxury High-Performance

Magma's approach to high-performance luxury is distinctly nuanced. Unlike most performance models on the market that aim for aggressive, hardcore performance, Magma is defined by balance. Donckerwolke describes it as "rewarding, not challenging." Instead of feeling like a car that requires its drivers to prove their skill, Magma is designed to complement and enhance its driver's abilities, making the experience of performance driving feel seamless and empowering.

"It's coming to a point where you feel you're surprised by your abilities to drive fast or to drive sporty," Donckerwolke said. "You have the adrenaline, but at the same time, it's not challenging you by making you question your abilities," he explained.

This philosophy is evident in Magma's design DNA, which aligns with Genesis' signature principle of "Athletic Elegance." Here, form doesn't just follow function.

"It's a synchronization of form and function," Donckerwolke said. "Its design should never be overpowering the appearance of the car. It should always be a balance."

One of the standout features is Magma's bold orange exterior, a visual statement that reinforces its dynamic character. The fiery hue serves as a symbol of Magma's extroverted energy and identity, referencing Korea's volcanic landscape and the unseen molten rock beneath.

A Decade in the Making



While Magma may feel like a natural progression for Genesis, Donckerwolke emphasizes that its introduction was carefully timed. Genesis, now approaching its 10th anniversary, has spent the better part of a short decade solidifying its place as a global luxury brand.

"We are basically doing a hundred years in ten," he said.

Launching a high-performance model any earlier, Donckerwolke believes, would have been premature.

This patient approach has also allowed Genesis to differentiate itself from performance-based car brands, which embrace a more extroverted, aggressive identity, Genesis Magma offers a more refined and sophisticated take on performance luxury.

"It's a natural evolution for Genesis," Donckerwolke said. "Magma injects adrenaline into the brand while staying true to its luxury roots."

Ultimate Proving Ground

The connection between Genesis Magma Racing and the development of future Genesis Magma production vehicles represents a strategic symbiosis that extends far beyond marketing appeal.

"The DNA of Genesis Magma Racing influences Magma," said Donckerwolke. "It goes both ways. Magma is also allowing to curate and improve the DNA of Genesis. High performance has some constraints, which allow to make every single Genesis better."

A racing environment provides unparalleled opportunities for technological advancement. Motorsports is the toughest testing environment you can find in the auto world. The high speeds, aerodynamics, cooling strategies and durability enough to last 24 hours together create a crucible that Genesis can use to further enhance its other models.

This was a core driver in Genesis' ambitious and fast-paced foray into endurance racing through Genesis Magma Racing, which represents a calculated investment in the brand's technological future.

"Hyperspeed is linked to the decision making," Donckerwolke said. "We had this decision in September, and now we are exactly 12 months after that, and we have a car, and we have a team." Koreans describe their culture as a fast-paced type of living, or "bbali-bbali" life. "For me," Donckerwolke said, "this is hyper-bbali-bbali."

And already the technical innovations emerging from the GMR-001 Hypercar program are influencing the development of production Magma vehicles. The racing program has accelerated development of cutting-edge technologies specifically designed for Genesis models. These new technologies are anticipated to increase agility and performance throughout the Magma lineup in the future.



This approach exemplifies how Genesis leverages motorsport development to advance its production vehicle technologies. The racing program serves as an accelerated development platform where new propulsion systems and performance technologies can be tested under extreme conditions before being adapted for consumer applications. This continuous development cycle is essential for maintaining Genesis' competitive edge.

A Distinctly Korean Identity

While Magma represents Genesis' foray into a global high-performance market, its DNA remains rooted in Korean culture. For Donckerwolke, this cultural influence is one of the brand's most defining characteristics.

"In Korea, customer care, customer satisfaction, is almost in the DNA of the culture," he said.

This focus on customer experience is reflected in Magma's philosophy, which prioritizes balance and sophistication over extremity.

"This is why Magma is not a hardcore sub-brand but is actually the best of the best of Genesis," Donckerwolke said. *"It modulates and increases some of the facets of the car without taking the car out of balance. It's an iron fist in a velvet glove."*

Magma is a higher trim level within the Genesis lineup, proudly carrying the same Genesis badge as the marque's other models. Unlike traditional sub-brands that are often track-focused and built to push the driver to their limits, the Magma trim is designed to elevate the driving experience by emphasizing comfort, precision, and ease — all while maintaining the versatility of an everyday sports car. Magma redefines luxury high-performance by combining dynamic capability with the refinement, sophistication, and emotional resonance that are hallmarks of the Genesis brand.

The Road Ahead

As Genesis continues to expand its portfolio, Magma is poised to play a pivotal role. Donckerwolke envisions Magma as a key piece of the larger Genesis puzzle, filling in gaps and gradually elevating the entire lineup.

"Magma is about us being able to fulfill customer wishes for individuality and emotionally resonant experiences, while increasing the overall quality of the Genesis brand," he said. *"It's completing the whole Genesis picture."*

In just 10 years, Genesis has achieved what many brands take decades to accomplish. With Magma, it's not only redefining luxury high-performance but also positioning itself as a global innovator.

Donckerwolke said, *"And with Magma leading the charge, the future for Genesis is limitless."*



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