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GENESIS SHOWCASES X SNOW SPEEDIUM AND GV70 SNOW AT GENESIS STUDIO GENEVA

- Both bespoke models will be on display as part of a temporary immersive installation from Feb. 26 to March 2 at Genesis Studio Geneva
- First public display of Snow concepts follow debuts at World Economic Forum Davos and White Turf St. Moritz
- Genesis X Snow Speedium is painted in Matterhorn White, inspired by the Swiss mountains, while GV70 Snow is in Uyuni White
- Both vehicles have been tailored to suit extreme winter conditions

GENEVA, Feb. 22, 2024 — Genesis will be showcasing both the X Snow Speedium Concept and GV70 Snow adventure car as part of an interactive installation at the Geneva Studio in Switzerland. Taking place from Feb. 26 to March 2 during studio opening hours, this will be the first public display of both Genesis Snow concepts.

The immersive studio experience, inspired by “Athletic Elegance,” has been designed to seamlessly blend visitors into the space as they become part of the installation. Slowly rotating mirrors will create a connection between the products and guests as they pass through an infinitely long space full of ever-changing images and viewpoints.

Along with a display of original design sketches, a bespoke set of accessories including Genesis | Anavon skis, helmet, gloves and a weekender bag will also be on display. During their visit to the studio, guests will have the opportunity to enjoy exclusive “Son-Nim” (Korean term for honored guest) hospitality while exploring the Genesis Snow concepts.

“We are thrilled to showcase the Genesis Snow concepts in an exclusive space that provides a unique experience for our Geneva Studio guests,” said Piergiorgio Cecco, Regional Operations Manager at Genesis Motor Switzerland. “X Snow Speedium and GV70 Snow are clear embodiments of the Genesis ‘Athletic Elegance’ design philosophy and provide distinctive yet complementary designs to match the Genesis range, which also now includes our G90 luxury flagship saloon.”

About the X Snow Speedium Concept

The X Snow Speedium is a derivative of the X Speedium Coupe Concept, which belongs to the X Concept trilogy alongside the X Concept and X Convertible Concept. The X Snow Speedium features design elements that emphasise the brand's commitment to exploring the luxury winter lifestyle. The vehicle was first displayed to the public during the World Economic Forum in Davos in January 2024.

The car closely follows the design of the original X Speedium Coupe concept, featuring the brand's Two Lines light signature in the front, distinctive hourglass silhouette and a parabolic line that extends from



PRESS RELEASE

the front to the rear of the car. It has been fitted with a new roof rack, studded winter tires and bespoke fog lamps to face the most challenging winter conditions.

The matte texture of the paint recreates glistening and soft snow crystals, creating a pattern that looks like the details of a snowy landscape. X Snow Speedium shows off a new look that combines toughness with a sporty vibe, making it great for exploring snow covered destinations. The reduced wheel size and studded winter tires contribute to an athletic aesthetic, ideal for extreme winter sports, while the loop lights, with their reduced, lightweight design, add a touch of sophistication to the overall look.

About the GV70 Snow

GV70 Snow was born from a collaboration between Genesis and Delta 4x4, a German company specializing in off-road accessories. GV70 Snow is equipped with specialized winter sports equipment including a bespoke roof rack that features Two Vision X state-of-the-art 40-inch LED bars, ensuring visibility for all-terrain explorations at any time of day.

With increased ground clearance, GV70 Snow is poised to take on tough terrains and snowy paths, ensuring a seamless and powerful off-road experience. Each side of GV70 Snow is enhanced with widened wheel arches to accommodate BF Goodrich KO2 265/60R18 tires, which also add a distinctive flair to the car's rugged profile. It is also equipped with Klassik B Rugged Wheels and Baja Design Fog Lights, ensuring a seamless and powerful off-road experience.