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GENESIS ANNOUNCES EXPANSION INTO FOUR NEW EUROPEAN MARKETS AT LE MANS

- Genesis to launch in France, Italy, Spain, and The Netherlands—marking a major step in global growth strategy
- The expansion builds on the brand's existing presence in Germany, Switzerland, and the UK
- Announcement made at the 24 Hours of Le Mans, where Genesis Magma Racing joins the legendary motorsport stage
- Customer deliveries in the new markets to begin in early 2026

LE MANS, France, June 13, 2025 — Genesis has announced a significant expansion of its global footprint with plans to launch in four new European markets: France, Italy, Spain, and The Netherlands. This marks the next phase of the brand's strategic growth in Europe and reinforces its long-term commitment to international markets.

Revealed during the 24 Hours of Le Mans, the announcement coincides with Genesis Magma Racing's presence at the iconic race for the first time.

Building on its debut in Europe in 2021 and its current operations in Germany, Switzerland, and the UK, Genesis continues to lead with an all-electric premium lineup defined by bold design, cutting-edge technology, and a customer experience inspired by the Korean philosophy of '*Son-nim*', which means "honored guest."

"Our entry into these important markets is a pivotal moment for Genesis. We are moving now to deepen our long-term presence and commitment across Europe. This is the most significant market expansion since we launched in Europe in 2021 and is the start of our next phase of measured, strategic growth, and sporting brand direction" said Xavier Martinet, Managing Director at Genesis Motor Europe.

"Our distinctive electric models have strong European appeal and the demand is growing. With these new markets, and our audacious approach to motorsport, we look forward to introducing new customers to our design-driven performance brand."

Genesis will share more details on retail models and local operations in due course.

Genesis will introduce the award-winning all-electric three-model lineup to new customers across the four countries, with deliveries starting in early 2026;



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- GV60 – The multi-award-winning luxury compact SUV and the brand's first dedicated all-electric model
- **Electrified GV70** – The flagship SUV, blending dynamic performance with effortless convenience and luxury
- **Electrified G80** – The luxury saloon with class-leading refinement and extended wheelbase, as the most comprehensively equipped Genesis model in Europe

All three models have recently received comprehensive enhancements, featuring advanced new technologies, elevated design and upgraded battery specification delivering extended range and performance.

A Milestone Moment at Le Mans

Genesis' announcement comes as the brand steps onto motorsport's global stage with Genesis Magma Racing. The team is competing at the 24 Hours of Le Mans for the first time in the LMP2 category in partnership with IDEC Sport, laying the groundwork for an official manufacturer entry in 2026.

After securing multiple wins and podiums in the European Le Mans Series (ELMS), Genesis Magma Racing's participation at Le Mans is a bold demonstration of its high-performance ambitions and growing international credentials.

The GMR-001 Hypercar will lead the charge for Genesis' entry into the FIA World Endurance Championship, signaling a new chapter for the brand's engineering excellence and competitive spirit on the global stage.

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