



PRESS RELEASE

GENESIS SHINES AT WHITE TURF 2025 WITH ALPINE CONCEPT, MICHELIN-STARRED 'SON-NIM' HOSPITALITY

- Genesis returns as principal sponsor of Switzerland's most prestigious horse racing event for fourth consecutive year
- GV60 MIV Concept was on display in White Turf Event Village on Feb. 1 and 2
- Two-star Michelin chef Dominik Hartmann will host VIP guests on frozen lake during event's second weekend, offering signature "Son-Nim" hospitality experience

ST. MORITZ, Switzerland, Feb. 6, 2025 — Marking its fourth year as the main sponsor, Genesis returned to Lake St. Moritz on Feb. 1 and 2 with an exhilarating alpine rescue vehicle, the GV60 Mountain Intervention Vehicle (MIV) Concept, and from Feb. 8 to 10 will inspire guests with culinary art from Michelin-star chef Dominik Hartmann at the exclusive horse racing event.

Although the first weekend was canceled due to heavy rain and snowfall, the GV60 MIV Concept was displayed to the public on Feb. 1 and 2 in the Event Village.

Designed for rugged terrains and challenging weather, the GV60 MIV Concept is equipped with snow tracks, carbon fiber enhancements and rescue equipment. The unique concept brings Genesis' bold, distinctive design philosophy to the magnificent mountain landscape of White Turf.

Across the weekend of Feb. 8 and 9, Hartmann will host an exclusive four-hands dinner alongside Andrea Bonini, the executive chef of Grace La Margna St Moritz hotel. The two top chefs will combine their extraordinary talents and bring Genesis' trademark "Son-Nim" hospitality to the table, offering an unforgettable experience for lovers of fine dining.

Hartmann, whose vegetarian restaurant Magdalena boasts two Michelin stars, will also provide culinary delights for those in the VIP Lounge throughout the second weekend of the illustrious equestrian event.

André Lotterer, Genesis Magma Racing driver and three-time Le Mans winner, will be in attendance at White Turf on Feb. 9 as a special guest. After his FIA World Endurance Championship victory in 2024, Lotterer will take on a new challenge at the helm of Genesis' GMR-001 Le Mans Daytona h (LMDh) car during the 2026 World Endurance Championship and 2027 IMSA SportsCar Championship series.

"We are delighted to return to White Turf again in 2025," said Diego Battiston, Interim Regional Operations Manager of Genesis Motor Switzerland. "Partnering with such a prestigious European event provides us with the perfect platform to showcase the best that Genesis has to offer. For our fourth year as a main sponsor, we further elevated our offering



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with the presence of the new GV60 MIV Concept and with the culinary Son-Nim excellence. By returning to the frozen shores of St. Moritz in 2025, we demonstrate and celebrate our strong commitment to the Swiss market.”

Genesis will once again bring its distinctly Korean hospitality with Son-Nim at its heart to both weekends of White Turf 2025. Inside the event village, guests can enjoy Son-Nim hospitality in the Genesis Public Lounge and at the VIP Lounge by the finishing post. Guests can also experience first-hand the Electrified GV70 and the GV60 in the Genesis Public Lounge.

First held in 1907, and now attracting more than 35,00 spectators, the annual White Turf event challenges jockeys to a series of races on the frozen Lake St. Moritz, including trotting, flat races and the ever-impressive Norwegian art of skijoring.

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