



PRESS RELEASE

GENESIS X CONVERTIBLE CONCEPT RECOGNIZED AT IDEA® 2023

SEOUL, South Korea, Aug. 24, 2023 – The Genesis X Convertible concept was recognized by the 2023 International Design Excellence Awards (IDEA®) at the International Design Conference held on Wednesday in New York. The X Convertible was named a Finalist in the Automotive & Transportation category, following its recent recognition at the Car Design Award 2023 in Milan this past April.

Genesis unveiled the X Convertible in November 2022 in Malibu, California, as the final piece of the Genesis X concept trilogy that includes the X Concept and the X Speedium Coupe concept. SangYup Lee, Head of Genesis Global Design Center, elaborated, “The Genesis X Convertible concept materializes the brand’s Athletic Elegance design philosophy in its purest form by emphasizing emotional performance. The Genesis X Convertible concept completes the X concept trilogy by envisioning the future of Genesis design and inspiration.”

The four-passenger concept features a driver-centric layout—a consistent theme throughout all Genesis concept cars. Its folding hardtop roof with transparent moon roofs above the front seats provides a sense of openness even when closed, allowing users to feel connected to the surrounding environment. The wraparound instrument panel seamlessly integrates with the center console and cocoons the driver cockpit, emphasizing its connection to the driver.

Paying homage to its Korean heritage, Genesis incorporated cultural elements into its colorways. The exterior is colored with Crane White, named after white cranes that symbolize nobility and sanctity in Korea. The interior of the X Convertible features Giwa Navy and Dancheong Orange hues, inspired by traditional Korean roof architecture, which add to the concept’s modern look and feel, as well as its vibrant character.

IDEA® stands as one of the world’s top historic and authoritative design awards, alongside the Red Dot Design Award and iF Design Award. The program honors excellence in design strategy, branding, digital interaction, and related fields.

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