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PRESS RELEASE

GENESIS REAFFIRMS CHINA COMMITMENT WITH WORLD PREMIERE OF REDESIGNED ELECTRIFIED G80 AND INTRODUCTION OF MAGMA PROGRAM AT AUTO CHINA 2024

- World-premiered newly designed Electrified G80 is tailored specifically for Chinese customers with elongated wheelbase and exclusive China-only “Vision Blue” color
- Genesis introduces high-performance Magma program to China with world premiere of G80 EV Magma Concept, alongside showcases of X Gran Berlinetta Concept and GV60 Magma Concept

BEIJING, April 25, 2024 — Today at the Beijing International Automotive Exhibition (Auto China 2024), global luxury automotive brand Genesis showcased the newly designed Electrified G80 and three models from its Magma program.

Reaffirming its commitment to China, the redesigned Electrified G80 luxury sedan incorporates features tailored to meet the market’s unique customer preferences, which include an exclusive China-only “Vision Blue” color.

Genesis also introduced its new high-performance Magma program in China with the world premiere of the G80 EV Magma Concept, alongside showcases of the X Gran Berlinetta Concept and the GV60 Magma Concept, signaling the brand’s evolution as it enters the high-performance segment. Genesis also started sales of the Genesis GV80 Coupe, its first coupe SUV, as well as the redesigned GV80, offering Chinese consumers more choices as it continues expanding its lineup in the country.



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Commemorating three years since its entry to China, Genesis is reinforcing its commitment to the region with the double world premiere of the redesigned Electrified G80 and the G80 EV Magma Concept.

“For the past three years, we have rooted ourselves in China. Our intention to win the love and trust of Chinese customers remains unchanged,” said Wells Lee, CEO of Genesis Motor China. “While we continue to bring Genesis’ exceptional global models to China, we have also developed models tailored to Chinese customers’ preference with the same goal to meet their increasingly sophisticated and diverse needs for mobility. Looking ahead, we remain steadfast in our commitment as we continue to pursue advancement in this dynamic market relentlessly.”

Newly Designed Electrified G80 Makes Debut

The newly designed Electrified G80 was unveiled in a new blue color exclusive to the Chinese market. Inspired by the Chinese saying that “the color blue is richer than its indigo origin,” this new two-toned color, named Vision Blue, is derived from the noble blue color in Chinese culture and reinterpreted with Genesis’s unique aesthetics.

The Electrified G80 illustrates the progression of Genesis’ EV design. Its dignified front face features the brand's iconic G-Matrix Crest Grille with MLA headlamps and a refined bumper, portraying a stance of confidence. The vehicle’s elongated wheelbase, which has been increased by 130 millimeters, adds to the sense of elegance and closely resembles the side profile and daylight opening (DLO) of the brand’s flagship model, the Genesis G90.

Together with the brand’s signature Parabolic Lines flowing over the new dish-style 19-inch wheels, the chrome garnish that envelopes the front, side, and rear further elevates the overall look of the vehicle. Befitting a luxury EV, the charging port cover has also been upgraded to open and close electronically.

As for the interior, the Electrified G80’s longer wheelbase not only offers more space in the second row, but brings with it a myriad of new features that are designed to enhance passenger comfort. After entering through the easy-close door, passengers can settle into reclining VIP seats with leg rests in privacy behind a rear-window curtain. The Ergo Motion



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Seats and Integrated Memory System (IMS) in the second row are also new features that are not found in its predecessor.

The interior is further upgraded with the quilted garnish newly added to the second-row door. The vehicle's cabin offers personalized entertainment for relaxation and work with a 27-inch OLED display, as well as a 17-speaker Bang & Olufsen sound system. Driving comfort is further elevated thanks to improved noise, vibration and harshness (NVH) reduction, adding to the experience of effortless luxury.

Genesis Magma Program Arrives in China

Genesis also introduced its Magma program in China with the world premiere of the G80 EV Magma Concept, also in a China-exclusive "Acme Blue" color, in addition to showcasing its X Gran Berlinetta Concept and the GV60 Magma Concept.

The Genesis Magma program infuses the brand with a new dynamism and marks Genesis' exciting entry into the realm of high-performance vehicles. Through Magma, Genesis endeavors to redefine the boundaries of performance and luxury, with the ultimate aim of developing a high-performance Magma variant for each existing model in the Genesis lineup.

G80 EV Magma Concept

"The introduction of Genesis Magma to China signifies our expansion into a new frontier of the driving experience," said SangYup Lee, Head of Genesis Global Design. "The G80 EV Magma Concept unveiled today is a stunning expression of both our design and engineering capabilities, as well as our commitment to meet the ever-evolving needs of Chinese consumers in pursuit of ultimate performance, represented by the beautiful and China-exclusive Acme Blue."

One of the standout features of the G80 EV Magma Concept is the China-exclusive Acme Blue color. Inspired by the blue flames that are known to burn at the highest temperature range, this unique color symbolizes the dedication to China's continuous progress and advancement while also signifying the ever-evolving nature of the brand's Magma program.

Building on the success of the GV60 Magma Concept, the G80 EV Magma Concept marks the second electric vehicle model in the Magma program. True to the Genesis ethos, this



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concept highlights a more athletic aspect compared to the Electrified G80, perfectly embodying power, performance, and style.

In terms of design, the G80 EV Magma Concept features various enhancements. The front grille has been redesigned, offering a more striking appearance. Wider fenders and a new rear bumper give the vehicle a more commanding presence on the road. The wider body and lowered ride height are complemented by 21-inch wheels, which are wider at the rear.

The rear bumper is adorned with an integrated fog lamp, reminiscent of iconic racing cars, while a sculpted trunklid and pronounced spoiler lip contribute to improved aerodynamics. The rear diffuser and ducktail spoiler work together to optimize the flow of air, further enhancing the vehicle's overall performance.

Performance is a key element of the G80 EV Magma Concept, with various enhancements implemented. The use of an advanced suspension system, high-performance wheels, and large, ventilated front and rear brakes significantly enhance the vehicle's capabilities.

The wider track, tuned suspension for elevated road-holding and cornering potential, and larger brakes ensure excellent handling and increased driver confidence. Keeping in mind the importance of weight management, the lightweight wheels have been optimized to cool the brakes while reducing unsprung weight.

The interior of the G80 EV Magma Concept is crafted with Alcantara, quilted leather, and carbon fiber inserts featuring a blue-colored weave.

GV60 Magma Concept

First introduced last month at Genesis House New York, the GV60 Magma Concept elevates the design and performance of the existing GV60 — Genesis' first dedicated EV model — with improved battery and motor technology. The concept car is the first step toward creating a deeper emotional connection between the driver and the vehicle.

The GV60 Magma Concept's exterior design harmonizes aesthetics with considerations for chassis, aerodynamics and thermodynamics. To enhance stability during sporty driving, the car has been widened and lowered, giving it a more dynamic stance and allowing for a lower center of gravity.



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The GV60 Magma Concept's distinctive exterior design extends into the luxurious and sporty interior. It features elements including bucket seats with body-colored seatbacks, upholstered in nappa and suede leather featuring double-diamond stitching patterns in Magma's iconic orange color and titanium grey.

The X Gran Berlinetta Concept

The X Gran Berlinetta Concept, first unveiled in Barcelona last December, was born from a design study that demonstrates Genesis' passion and intent for the Vision Gran Turismo series.

The X Gran Berlinetta Concept's design language is pure and muscular with volumes centered around the wheels. Its design orchestrates the cab backwards proportions with Genesis' typical anti-wedge attitude that is structured around a virtual parabolical tensioned theory, which is common to the Genesis model lineup. The package design maximizes the dash-to-axle ratio while moving the driver and powertrain rearward for a lean mid-engine layout.

GV80 Coupe and Redesigned GV80 Begin Sales

The GV80 Coupe marks the brand's expansion into the luxury coupe SUV segment, bringing together extraordinary design and exceptional performance. The GV80 Coupe embodies the ideal luxury coupe SUV's balance of sportiness and practicality, offering a unique luxury experience tailored for young Chinese consumers.

The GV80 Coupe carries the brand's characteristic "Athletic Elegance" design philosophy with a double-layered Crest Grille and Parabolic Line spanning the body, while an integrated roof rack and slender roof lines create a dynamic side profile.

It also delivers exhilarating performance, coming standard with a 2.5-liter turbo engine, as well as the Flex Brake functionality for a confident and tailored driving experience.

The newly designed GV80 has undergone both interior and exterior design upgrades to further elevate the model's level of luxury, along with numerous comfort-oriented enhancements.



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A newly designed Two-Line Crest Grille gives the front face a more modern aesthetic, while upgrades to the center console and display underscore Genesis's commitment to blending state-of-the-art technology and elegant design.

The newly designed GV80 also incorporates myriad enhancements to the user experience, including a new fingerprint authentication system that enables vehicle start without the need for a smart key. Its newly upgraded Genesis Active Safety Control system with numerous advanced driver-assistance features, also provides a safer, more comfortable driving experience.

Genesis Booth Information

Visitors to Auto China 2024 are invited to experience the brand and the Genesis booth in Hall W3 at the Beijing International Exhibition Center. Models on display include the following:

- Genesis X Gran Berlinetta Concept
- Newly Designed Genesis Electrified G80
- Genesis G80 EV Magma Concept
- Genesis GV60 Magma Concept
- Genesis GV80 Coupe
- Genesis G90 Long Wheel Base
- Genesis GV70
- Genesis G70 Shooting Brake

ABOUT GENESIS

Genesis is a global luxury automotive brand that delivers the highest standards of performance, design, safety, and innovation. Established in November 2015 and



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headquartered in South Korea, Genesis has entered overseas markets such as the US, Canada, Australia, Russia, the Middle East and Europe. Genesis is one of the highest-ranked brands in the automotive industry by respected third-party experts such as North American Car of the Year and Consumer Reports and has been chosen as a Top Premium Brand by J.D. Power for five years.

In April 2021, Genesis made its official entry into China. Genesis has established an all-new business model for the Chinese market and will strategically develop its presence in China through an omnichannel approach based on direct sales, supported by trusted agents and online sales. Genesis has introduced the mid-large-size luxury coupe SUV Genesis GV80 Coupe, mid-large-size luxury SUV Genesis GV80, distinct luxury sports sedan Genesis G70 and G70 Shooting Brake, electric luxury sedan Genesis Electrified G80, mid-large-size luxury sedan Genesis G80, the flagship luxury sedan Genesis G90 and G90 Long Wheel Base, city luxury electric SUV Genesis GV60, the brand's first dedicated electric vehicle, luxury electric SUV Genesis Electrified GV70, and the mid-size luxury SUV Genesis GV70. To date, the brand has opened Genesis Studios in Shanghai, Chengdu and Beijing and has Genesis Showcases in a total of 14 cities. For more information on Genesis and its new vision of luxury, please visit www.genesis.com.cn