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GENESIS GV60 MAGMA WINS 2026 RED DOT AWARD FOR PRODUCT DESIGN

- GV60 Magma secures 2026 Red Dot Design Award for Product Design in “Car and Motorcycles” category
- Win highlights the successful fusion of high-performance dynamism and sophisticated design within the Genesis Magma program
- Award marks another significant achievement for the Genesis brand in the world’s most distinguished design competitions

SEOUL, May 20, 2026 — The Genesis GV60 Magma has received distinction for Product Design at the 2026 Red Dot Award in the “Cars and Motorcycles” category. The coveted accolade recognizes the model’s exceptional and innovative design.

“Magma is always the superhero of Genesis; a bionic cocktail between the values of the original model, the donor vehicle and this extra facet,” said Luc Donckerwolke, Chief Creative Officer of Genesis.

The GV60 Magma is the first production model to emerge from Genesis’ luxury high performance Magma program, officially marking the brand’s entry into the high-performance market. The program — named after the unseen energy of molten rock beneath the earth’s surface — aims to create a high-performance version of each vehicle in the Genesis lineup. Embodying the brand’s “Athletic Elegance” philosophy, the GV60 Magma is engineered to provide a sophisticated yet thrilling combination of luxury and high performance and create a deeper emotional connection between the driver and the car.

High-Performance Exterior Design

The exterior design of the GV60 Magma emphasizes the presence of “subtle, untapped power” steering away from overtly ostentatious or aggressive styling. The vehicle features a wider and lower body, which drops the center of gravity to create a planted, confident stance and improve driving stability. Its design incorporates several features to manage airflow and increase downforce for high-speed stability, including a bold front bumper with a widened air intake for improved cooling, canards to reduce lift and a distinctive winglet-type rear spoiler. The GV60 Magma is also equipped with 21-inch forged wheels, designed to be lightweight and help cool the brakes, that are fitted with 275/35R21 tires.



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Driver-Focused Interior

The interior blends luxurious and sporty elements, creating an environment that is both comfortable and focused on the driving experience. The racing-inspired cabin features exclusive 10-way power bucket seats upholstered in a premium suede-like material, providing both comfort and firm support during spirited driving. The interior is finished with double-diamond accent stitching — available in Magma Orange or Ash White — along with a steering wheel featuring a dedicated “Magma” button and metal pedals, reinforcing its sporty character.

Switches, bezels and door handles are all finished in black to add a cohesive sophistication, while a 27-inch integrated OLED display serves as both the instrument cluster and navigation screen. When “Magma Mode” is activated, the cluster changes to a three-circle layout to display the most essential driving data.

The GV60 Magma accelerates from 0 to 100 kilometers per hour in just 3.4 seconds and from 0 to 200 kilometers per hour in just 10.9 seconds — offering the most powerful performance within the Genesis lineup.

The Red Dot Design Award has been a globally recognized authority on design quality for over six decades. As one of the most prestigious competitions in the world, it honors the best work each year in three categories: Product Design, Brands & Communication Design and Design Concept.

Genesis’ repeated success in these awards is a testament to its profound commitment to design excellence. Each honor reinforces the marque’s status as a luxury automotive brand that not only pioneers unique innovations but is also devoted to creating a truly comprehensive and satisfying customer experience.

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