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GENESIS X GRAN EQUATOR CONCEPT CELEBRATES EUROPEAN DEBUT AT CAR DESIGN EVENT IN MUNICH

- The X Gran Equator Concept celebrates its European debut as part of the international Car Design Event in Munich taking place from March 2-4
- The event serves as a platform for leading manufacturers and designers
- Award-winning SUV concept combines off-road capabilities with Genesis' renowned "Athletic Elegance" design language

FRANKFURT, Germany, March 3, 2026 — Genesis has today announced the European debut of the X Gran Equator Concept as part of the Car Design Event at Motorworld Munich – an annual event that invites international manufacturers and designers to present exciting vehicle concepts and design studies to media from across the globe. The X Gran Equator Concept exemplifies Genesis' efforts to redefine luxury high performance by combining on-road sophistication with off-road resilience.

The concept car was recently awarded the prestigious Red Dot Design Award – an international seal of quality for design excellence – receiving a distinction in the Design Concept category alongside the X Gran Coupe and X Gran Convertible concepts.

"The X Gran Equator Concept is an exercise in harmonizing contrasts – it combines elegance and ruggedness and the spirit of exploration with refined comfort," said Luc Donckerwolke, Chief Creative Officer of Genesis. "It represents the orchestration of true off-road competence and uncompromising luxury, designed to enable the discovery of the world's most breathtaking landscapes."

As the brand's first adventure concept, X Gran Equator reimagines Genesis' Athletic Elegance design philosophy while embracing the rugged spirit of overlanding. Inspired by reductive design principles, the exterior is characterized by clean lines and calm, expertly curated surfaces.

The long bonnet, slim cabin and strikingly designed C-pillar give the vehicle a powerful, distinctive silhouette that goes beyond classic SUV styling. Pronounced wheel arches and 24-inch wheels emphasize its off-road capabilities and underline its confident stance on or off the road.

Inside, the X Gran Equator Concept balances contrasts between analogue architecture and digital technologies, crafting a space that feels both functional and evocative. At the center of the cabin is a four-circle display cluster on the center stack, inspired by the dials of vintage cameras. The interior design features contrasting colors and shapes, with a preference for geometric over organic elements. The dashboard's linear, minimalist architecture focuses the



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driver's attention on the journey ahead, while swiveling front seats and modular storage solutions enhance practicality.

With the European debut of the X Gran Equator Concept in Munich, Genesis reaffirms its commitment to the region as the brand embarks on its next stage of expansion with the launch of four new markets in 2026: Italy, France, the Netherlands and Spain.

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