



PRESS RELEASE

GENESIS CONTINUES ARTS AND CULTURE SUPPORT WITH SUMI JO INTERNATIONAL SINGING COMPETITION

- Competition for emerging vocalists held July 6–11 at the historic Château de La Ferté-Imbault in France, drawing over 500 applicants from 55 countries
- On-site programs delivered premium customer experiences, showcasing Genesis GV70 and G80 electrified models, and offered a G90 VIP transportation service
- Sponsorship celebrates the 140th anniversary of Korea-France diplomatic relations, fostering cultural and artistic exchange
- Genesis' fully electric lineup is now available in France: GV60, GV60 Magma, Electrified GV70 and Electrified G80
- The brand has opened its first dedicated retail locations in Lille and Paris
- The GV60 is available from €519/month with no initial deposit

PARIS, July 13, 2026 — Hyundai Motor Group continued its support for global arts and culture by officially sponsoring the second Sumi Jo International Singing Competition. The event, aimed at discovering the next generation of opera stars, took place from July 6–11 at the historic Château de La Ferté-Imbault in the Loire Valley, France.

Founded by world-renowned soprano Sumi Jo in 2024, the competition aims to discover and nurture emerging vocal artists aged 18-32. This year's edition attracted greater global interest in the classical music world, drawing over 500 aspiring singers from 55 countries.

The Group participated as official sponsor for the second edition, continuing its support from the inaugural competition. As 2026 marks the 140th anniversary of Korea-France diplomatic relations, its sponsorship contributed to nurturing artistic talent and promoting classical music culture while advancing cultural exchange between the two nations.

"We hosted this international competition to discover and support artists with a global vision to make the world a better place through music. I am proud and grateful to join hands with Hyundai Motor Group. We hope this collaborative relationship will continue for many years to come," said Sumi Jo, soprano and founder of the Sumi Jo International Singing Competition.



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Who Judged the Competition?

The jury for this year's edition was composed of leading figures from the classical music world, providing a vital link between the next generation of vocalists and the established music community. Esteemed judges included Sumi Jo; Olivier O. Medinger, jury president and owner of Château de La Ferté-Imbault; Jonathan Friend, artistic advisor to the Houston Grand Opera; Paolo Gavazzeni, casting manager for La Scala; Alain Lanceron, honorary chairman of Warner Classics and Erato; Melanie Allmendinger, artistic administrator at the Royal Opera House; and tenor Marcelo Álvarez.

How Did the Group Create Premium Brand Engagement?

To provide a premium brand experience, the Group offered on-site programs that connected Genesis with the global arts and culture community.

- **Vehicle Exhibition:** The Group established a dedicated exhibition space at Château de La Ferté-Imbault, showcasing Genesis Electrified GV70 and Electrified G80 models. This allowed prominent international arts and culture figures attending galas and related events to experience the Genesis brand firsthand.
- **VIP Transportation:** Genesis G90 served as the official vehicle for judges and key participants, with a dedicated chauffeur service ensuring convenience and seamless logistics throughout the competition.
- **Customer Engagement:** Hyundai Motor France, Kia France and Genesis Motor Europe invited key local customers in France to attend the event, connecting with them through the unique medium of cultural arts.

"It is particularly meaningful to continue our sponsorship of this competition in France during the significant 140th anniversary of Korea-France diplomatic relations. We will continue our sincere commitment to supporting arts and culture, contributing to the expansion of the arts and fostering cultural exchange while strengthening communication with our customers," said Charles Fuster, Brand director of Genesis France.

How Is Genesis Expanding in Europe?

Genesis recently announced its plan to expand into Austria, Denmark, Portugal and Poland by 2027, bringing its total European footprint to 11 markets. The premium automotive brand aims to have more than 50 locations operational across Europe by 2027.



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Present in France since February 2026, Genesis has opened its first two dedicated retail locations in Paris and Lille. The brand also relies on a network of 20 authorized repairers across the country to provide convenient after-sales support. In France, the Genesis electric lineup is available from €519 per month with no initial deposit for the GV60.

In France, every Genesis vehicle benefits from the Genesis Prestige program, which includes a five-year manufacturer's warranty, five years of 24/7 roadside assistance across Europe and five years of scheduled maintenance with unlimited mileage. In the event of vehicle immobilization, Genesis also provides dedicated mobility solutions and personalized customer support to deliver a premium ownership experience.

Genesis also continues to strengthen its motorsport ambitions through Genesis Magma Racing, with European operations based at Circuit Paul Ricard in Le Castellet, southern France. In June, the team reached a major milestone by successfully completing the 24 Hours of Le Mans on its Hypercar debut, making Genesis the first South Korean automotive brand to both start and finish the legendary endurance race.

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