



PRESS RELEASE

GENESIS CONTINUES EXPANSION INTO FOUR NEW EUROPEAN MARKETS

- Genesis Motor Europe plans to launch in four new European markets: Austria, Denmark, Poland and Portugal
- Expansion strengthens Genesis' footprint across Northern, Eastern and Southern Europe
- Growth builds on Genesis' current European market portfolio of France, Germany, Italy, Spain, Switzerland, the Netherlands and the United Kingdom
- Announced at the 24 Hours of Le Mans ahead of Genesis Magma Racing's official WEC debut at Circuit de la Sarthe

LE MANS, France, June 12, 2026 — Genesis Motor Europe today announced its expansion plans into four additional European markets: Austria, Denmark, Portugal and Poland — marking a significant step forward in the brand's long-term European growth strategy.

Following the brand's initial launch in Germany, Switzerland and the United Kingdom in 2021, Genesis has expanded into France, Italy and the Netherlands so far in 2026, with Spain set to follow in Q4. As the brand continues to grow and evolve in Europe, Genesis confirmed its plans to expand into five key European markets by 2027, strengthening its footprint in Northern, Eastern and Southern Europe and building its presence in Western Europe and the Iberian Peninsula.

The announcement made at the Circuit de la Sarthe during the 24 Hours of Le Mans race weekend increases Genesis' European presence to 11 markets and comes after significant growth on the continent in the first half of 2026. So far this year, the brand has opened two dedicated European dealerships in the Netherlands and Italy, with new locations to follow in Q3. By 2027 the brand also plans to have more than 50 sales locations operational across Europe.

Peter Kronschnabl, Managing Director of Genesis Motor Europe, said, "Genesis' expansion into Austria, Denmark, Poland and Portugal confirms our commitment to Europe and our ambition to redefine the premium automotive segment. We are excited to bring the Genesis line-up to more customers across Europe, supported by strong and committed retail partners. Each new market represents a unique opportunity to connect with customers who value our distinctive Korean vibrancy, 'Son-Nim' hospitality ethos and distinctive design."

Another Step Forward for the Genesis Brand



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The legendary 24 Hours of Le Mans race provided the backdrop for Genesis' expansion announcement. The brand also used the opportunity to unveil its new Magma GT3 Concept, reflecting a performance-led approach shaped by motorsport requirements.

The weekend also marks the official debut of Genesis Magma Racing at the iconic track. As the first Korean team to compete in the World Endurance Championship, the team has already achieved a two-car finish at the 6 Hours of Imola and scored points at the 6 Hours of Spa-Francorchamps this season.

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