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## GENESIS SHOWCASES GV60 MOUNTAIN INTERVENTION VEHICLE CONCEPT AT DAVOS 2025

- Purpose-built EV designed for rescue operations in rugged terrains and challenging weather conditions
- Equipped with sports seats, large carbon fiber fender flares, and emergency communication and warning systems
- Third time Genesis concept displayed at Davos, following 2023 X Concept and 2024 X Snow Speedium Concept

**DAVOS, Switzerland, Jan. 24, 2025** — The Genesis GV60 Mountain Intervention Vehicle (MIV) Concept was revealed this week at the World Economic Forum (WEF) 2025 in Davos, Switzerland, highlighting the brand's technological innovation and exceptional design.

The concept attracted considerable interest at the AMERON Davos Swiss Mountain Resort, near the WEF venue, where it's been on display since Jan. 20. This marks the third consecutive year that Genesis has showcased a concept model at Davos, following the Genesis X Concept in 2023 and the Genesis X Show Speedium Concept last year.

This year's GV60 MIV Concept is designed for rescue support tasks in rugged terrains and challenging weather conditions, prioritizing occupant safety and mission functionality.

The purpose-built vehicle, inspired by small unit support vehicles (SUSVs) and based on the Genesis GV60, is an electric vehicle (EV) designed for exceptional off-road performance. Its silent operation alleviates noise pollution, minimizing environmental impact. It also features a vehicle-to-load (V2L) system that allows it to supply power to auxiliary devices.

All accessories were meticulously chosen based on their quality and durability.

The GV60 MIV Concept comes with snow tracks and features like sports seats, medical supplies and emergency communication and warning systems that support mountain rescue operations in extreme conditions.

Large carbon fiber fender flares ensure the safety of bystanders and occupants while protecting the vehicle from damage.

To maximize storage, a custom heavy-duty roof rack has been installed, while the rear hatch rack features modular attachment points for various equipment.



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“Genesis prides itself on creating safe, well-designed luxury vehicles that are audacious, progressive and distinctly Korean,” said Genesis Chief Creative Officer Luc Donckerwolke. “The GV60 MIV Concept expands this vision of comfort and care.”

The display of the GV60 MIV Concept at AMERON Davos Swiss Mountain Resort ends today.

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