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GENESIS LAUNCHES NEWLY DESIGNED GV70 IN KOREA

- Korean sales to commence on May 8, 2024
- Exterior boasts elegant yet bold details with new features like micro lens array (MLA) headlamps and dual-weave mesh radiator grille
- 27-inch OLED display and new mood lamp enhance luxurious ambience in interior
- Latest GV70 Sport package accentuates vehicle's athletic feel
- Suspension and steering optimization improve ride comfort as active noise control elevates tranquility

SEOUL, May 8, 2024 — Genesis today launched the newly designed GV70 in Korea with a more refined silhouette and enhanced product appeal.

The latest GV70 marks the first-ever redesign of the model ever since it initially debuted in December 2020, selling more than 200,000 units worldwide.

The interior and exterior designs have been elevated with new luxurious details embracing the brand's design philosophy, "Athletic Elegance," while convenience features have been improved to create a more relaxed driving experience.

Refined Interior and Exterior Designs

The exterior of the latest GV70 showcases various intricate yet bold details.

The front fascia includes a dual-weave mesh radiator grille, also known as the dual-weave G-Matrix Crest Grille. The iconic Two-Line headlamps equipped with micro lens array (MLA¹) technology strikes a balance between advanced technology and elegant design.

¹ By employing precision manufacturing techniques, MLA technology enables the production of ultra-slim Two-Line headlamps that maintain the level of brightness of conventional headlamps.



PRESS RELEASE

The front bumper has been enhanced with a skid plate, creating a sturdy and robust stance that is further complemented by horizontally expanded air ducts.

The sporty impression of the vehicle's side profile has been accentuated by the newly designed 19-inch dark hyper silver wheels.

In the rear, the turn signals have been redesigned to align with the front Two Lines concept, while being relocated from the bumpers to the rear combination lamps, resulting in better visibility for other vehicles.

The high-mounted stop lamp on the rear spoiler has been linearized, contributing to a sleeker appearance.

The interior of the new GV70 infuses high-tech sensibility with Genesis' distinctive Korean-inspired design principle, the "Beauty of White Space."

The 27-inch OLED display integrates the cluster and infotainment system into a single horizontal layout, while a touch-based heating and air-cooling system offers the utmost convenience.

Enhancing the interior sense of luxury are mood lamps that extend from the upper door trim to the center fascia, a crystal-shaped shift-by-wire (SBW), a two-tone steering wheel and meticulously crafted stitching.

The vehicle comes in 12 different exterior colors, including the new "Ceres Blue," available in either glossy or matte finishes. Five color options are available for the interior, along with four exclusive colors reserved for the GV70 Sport package.

Maximized Sportiness in GV70 Sport

The newly designed GV70 Sport package, also launched in Korea today, features various interior and exterior enhancements that maximize the vehicle's athletic feel.

The vehicle's front presents a double-layered G-Matrix Crest Grille and enlarged air intakes, while the rear comes with a dark chrome diffuser and muffler tips.

The side profile stands out with newly designed five-spoke 21-inch dark metallic wheels, with each spoke featuring two black lines engraved where it meets the rim, amplifying the



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GV70 Sport's athletic stance and Two Lines design identity. Also added to the GV70 Sport package are newly designed 19-inch wheels.

In the interior, a D-cut steering wheel and orange-color stitches further elevate the sporty atmosphere.

Smooth and Tranquil Driving Experience

The newly designed GV70 boasts a range of additional features that deliver a luxurious driving experience highlighted by smoothness and tranquility.

One is the Auto Terrain Mode, which assesses road conditions in real time and automatically adjusts the driving mode accordingly. Hydro bushings have also been applied to the suspension system, improving ride comfort.

The vehicle's stability has been further enhanced through optimized steering tuning and the inclusion of four-piston monoblock calipers.

When selecting the Bang & Olufsen high-resolution sound system option, the GV70 is equipped with Active Noise Control-Road (ANC-R) technology, which utilizes sensors and microphones placed throughout the vehicle's interior to measure and analyze road noises in real time. By emitting counterphase sound waves through the speakers, ANC-R significantly reduces the perceived level of noise.

Mood-Elevating Convenience Features

Numerous other convenience features have been added to elevate passengers' moods.

The Bang & Olufsen high-resolution sound system and Dolby Atmos surround sound technology take the audio experience to new dimensions with rich, immersive sounds. The Mood Curator function optimizes interior lighting, music and fragrance with the touch of a button.

The Digital Key 2, Fingerprint Authentication System, UV sterilization in the console armrest storage and Integrated Memory System for the passenger seat all ensure more convenient rides.



PRESS RELEASE

Other convenience features include Hands On Detection (HOD) steering wheels, Lane Keeping Assist 2, Remote Smart Parking Assist 2 (RSPA 2), Parking Collision-Avoidance Assist (PCA-F/S/R), Built-In Cam 2 and Digital Center Mirror.

Disclaimer: Specifications may vary depending on region. Please contact your local Genesis retailer for more information.

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