



PRESS RELEASE

GENESIS MOTOR EUROPE ANNOUNCES MAXIMILIAN KALBFELLAS NEW HEAD OF MARKETING

- Genesis Motor Europe strengthens its executive team with the appointment of Maximilian Kalbfell
- Bringing over 20 years of marketing experience, Maximilian will lead the brand's marketing strategies in Europe and drive its presence across the region

FRANKFURT, Germany, Dec. 4, 2025 — Genesis Motor Europe has announced the appointment of Maximilian Kalbfell as its new Head of Marketing, marking a key step as the brand enters its next phase of growth and innovation.

Maximilian brings over 20 years of global cross-sector marketing experience to the role and will report directly to Managing Director Peter Kronschnabl.

Maximilian gained significant multi-market automotive experience through a variety of senior industry roles — including Brand Management Director at BMW Northern Europe AB, Head of MINI China, Taiwan and Macao, and Head of Sales at Marketing at Husqvarna Motorcycles. In these roles he gained crucial experience developing brand and retail communications strategies across new and existing markets to drive overall sales. Along with his most recent role at AVAG Holding SE where he was responsible for running more than 200 car dealerships for over 30 brands across Central Europe, Maximilian brings vast knowledge to Genesis as the brand enters its next chapter of growth in Europe.

Peter Kronschnabl commented on the appointment: “We are delighted to welcome Maximilian to Genesis. His wealth of marketing experience and deep automotive knowledge will be invaluable to the business as we expand our footprint in Europe and build consumer awareness of our design-driven performance brand and our distinctive premium electric products.”

Maximilian Kalbfell added: “I am thrilled to be joining Genesis and excited to be part of its next phase of growth in Europe. The brand is a strong contender in the premium market in Europe thanks to its award-winning portfolio, vibrant Korean philosophy and customer-centric approach. I look forward to building on these foundations and connecting even more customers to the brand.”

Genesis Motor Europe currently operates in the U.K., Germany and Switzerland and will expand into four new markets — France, Italy, Spain and the Netherlands — in early 2026.

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