



PRESS RELEASE

GENESIS MOTOR EUROPE DONATES PROCEEDS FROM TRACK TAXI PROGRAM TO ROAD SAFETY CHARITY

- Donation to go toward German children's road safety charity
- Aktion Kinder-Unfallhilfe e.V. helps accident victims and promotes road safety projects
- Genesis Track Taxi Nordschleife program returns to Nürburgring on March 8

FRANKFURT, Germany, Feb. 25, 2025 — Genesis Motor Europe has donated over €53,000 to the German children's charity Aktion Kinder-Unfallhilfe e.V.

The donation was made possible by the success of the Genesis Track Taxi Nordschleife program and marks a crucial step in the ongoing development of the brand's corporate social responsibility initiatives in Europe. The program, which returns to the Nürburgring in Germany on March 8, offers passenger rides to the public in a modified G70 at one of the world's most thrilling racetracks.

"We are incredibly proud to support Aktion Kinder-Unfallhilfe e.V.," said Luc Donckerwolke, Chief Creative Officer of Genesis. "Safety is paramount at Genesis. This commitment extends far beyond the driver and passengers to include pedestrians and other road users. We hope this donation will help young accident victims and their families and create a positive impact in road safety initiatives in local communities."

Founded in 1998, Aktion Kinder-Unfallhilfe e.V. provides support to the youngest road users by helping young accident victims and promoting a variety of road safety projects. The association funds therapy facilities in clinics and rehabilitation facilities as well as horse riding therapy, trips and adventure weekends.

With a child being involved in a traffic accident every 19 minutes in Germany, the donation from Genesis will also go toward accident prevention campaigns and training sessions for children and drivers. These will include teaching children about the dangers of blind spots, the importance of high-visibility clothing and safety equipment, and educating transport companies on safer driving practices in residential communities.

"It is a pleasure to accept Genesis Motor Europe's donation to our organization," said Stefan Windgätter, Chairman of the Board of Aktion Kinder-Unfallhilfe e.V. "The entire donation amount will go directly to our initiatives across Germany. It will go a long way in delivering crucial services and support programs for young people throughout Germany, for which we are incredibly thankful."

For years, Genesis has actively contributed to local communities worldwide. This commitment includes enhancing access to science, technology, engineering and mathematics (STEM) education and youth sports initiatives in under-resourced communities across North America



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through the Genesis Gives initiative. Additionally, the non-profit Genesis Inspiration Foundation provides grants to support talented young artists. By 2024, the foundation had reached a remarkable milestone, bringing its total contributions to \$10 million in just six years.

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