



PRESS RELEASE

GENESIS ANNOUNCES OFFICIAL LAUNCH IN KAZAKHSTAN

- Genesis officially launches in Kazakhstan with the newly designed G80 and GV80 as the hero models
- Genesis plans to expand its retail presence in major cities in Kazakhstan up to four dedicated showrooms by the end of 2025

SEOUL, Nov. 29, 2024 — Genesis today announced its official launch in Kazakhstan at a private event at The Ritz-Carlton, Almaty. In partnership with local distributor Astana Motors, Genesis is poised to introduce its award-winning lineup to the Kazakh market. This collaboration ensures that customers in Kazakhstan will have access to Genesis' range of luxury vehicles, complemented by unparalleled service and support.

The event also marked the official opening of Genesis' first showroom in Kazakhstan, which is located within The Ritz-Carlton, Almaty.

"Expanding into Kazakhstan marks a significant milestone in our global growth strategy," said Mike Song, Global Head of Genesis. "We are excited to bring our unique blend of design excellence, advanced technology, and customer-centric philosophy to this dynamic market. Our partnership with Astana Motors will enable us to deliver the Genesis experience to Kazakh customers, meeting their expectations for luxury and performance."

Strengthening Local Manufacturing

The launch of Genesis in Kazakhstan is further bolstered by the presence of the Hyundai Trans Kazakhstan Plant, a state-of-the-art production facility in Almaty. This plant, operated by Astana Motors, plays a pivotal role in the development of the local automotive industry, assembling Hyundai vehicles to meet the highest standards of quality.



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To further support the market launch, Genesis models will be assembled at the Hyundai Trans Kazakhstan Plant, ensuring that customers in the region receive vehicles crafted with precision and care. This alignment not only enhances the brand's ability to deliver its luxury models efficiently but also underscores Hyundai Motor Company's commitment to investing in and supporting local markets.

"Genesis is a globally recognized brand with the highest standards of performance, design, safety, and innovation. We are grateful to our partner, Genesis, for trusting us to officially represent the brand in Kazakhstan and for the opportunity to provide clients with new luxury cars and top-notch service from our certified Genesis team here in Kazakhstan," said Nurlan Smagulov, Founder and Chairman of Astana Motors.

A Milestone in Global Growth

The launch event included the unveiling of the newly designed G80 and GV80 models to introduce more dynamism to its brand introduction. The G80 model, in particular, has been a standout performer, with over 390,000 units sold worldwide, including the Electrified G80 models.

The launch in Kazakhstan is part of Genesis' broader strategy to expand its presence in key markets across the globe. By entering the Kazakh market, Genesis aims to cater to the evolving preferences of luxury car enthusiasts in the CIS region, offering vehicles that embody the brand's core values of performance, design, safety, and innovation.

Customers in Kazakhstan can look forward to experiencing the Genesis lineup, including the G70, G80, GV70, and GV80 models. The brand's flagship sedan, the G90 will be introduced to the region starting 2025.

Genesis also plans to establish three more dedicated showrooms in key cities across Kazakhstan by the end of next year. These brand spaces will offer customers the chance to experience both the brand and models up close.

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