



PRESS RELEASE

GLOBAL DYNAMIC DEBUT OF MAGMA PROGRAM SET FOR GOODWOOD FESTIVAL OF SPEED

- GV60 Magma Concept and G80 EV Magma Concept set to make global dynamic debuts at Goodwood
- Magma concepts to be on display at new Genesis stand
- Goodwood prepares for Magma with Goodwood House lit up like never before

FRANKFURT, Germany, June 19, 2024 — Genesis has announced that its highly anticipated Genesis Magma program will make its global dynamic debut at this year's Goodwood Festival of Speed presented by Mastercard, including the global dynamic debut of the GV60 Magma Concept.

Spectators will also have the chance to experience the global dynamic debut of the G80 EV Magma Concept. Both cars will be taking on the hillclimb twice a day over the weekend and displayed in the First Glance Paddock. For the first time ever, Genesis will also be competing to take part in the Shootout Sunday with the GV60 Magma Concept, showcasing its driving capabilities and turn of speed.

The Genesis Magma program, announced in New York earlier this year, adds a new dimension to Genesis, marking the brand's expansion into the realm of high-performance cars. Magma dynamics focus on a refined, effortless and rewarding driving experience, combined with a sharpened athletic design.

Magma Program on Display

In addition to the dynamic debuts of the GV60 Magma Concept and G80 EV Magma Concept, other models within the Genesis Magma program will also be displayed at the new Genesis stand. Located directly opposite the First Glance Paddock, these will include the G80 Magma Special and X Gran Berlinetta Concept. On the second floor, guests can



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have a chance to explore the electric trio of the GV60, Electrified G80 and Electrified GV70, all production vehicles within the existing lineup.

Two Magma Dynamic Debuts

The GV60 Magma Concept features a redesigned front grille, wider front wings and a new rear bumper, giving it a dynamic stance. These design enhancements are complemented by a wider and lower body and 21-inch wheels, with the overall car's aerodynamics having been improved to enhance performance.

The G80 EV Magma Concept, which marks the second electric car model in the Magma program, embodies a heightened sense of athleticism and perfectly encapsulates power, performance and style. Dynamic enhancements are integral updates to the car, with the implementation of an advanced suspension system, high-performance wheels, and large, ventilated front and rear brakes.

Lawrence Hamilton, Managing Director of Genesis Motor Europe, said, "We can't wait for the global dynamic debut of the GV60 Magma Concept to take place at the Goodwood Festival of Speed this year, an event renowned for celebrating automotive excellence and innovation. With the festival's rich history and passionate audience, it is a perfect opportunity to demonstrate the capabilities of our newly launched Magma program with dynamic hillclimb runs, highlighting our modern and refined approach to performance."

Goodwood Prepares for Magma

In preparation for the Goodwood Festival of Speed, the Duke of Richmond recently invited friend and racing legend Jacky Ickx, who is also a Genesis Brand Partner, to Goodwood House, embracing Magma's signature orange color for the occasion and lighting up the House like never before. Watch the film here: <https://youtu.be/ISuPeFs8uiM>

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