



PRESS RELEASE

GENESIS MAKES ITS ITALIAN DEBUT

- Genesis, the premium automotive brand born in South Korea and founded in Seoul in 2015, launches in Italy
- First two retail locations open this spring in Rome and Padua
- Customer experience inspired by the Korean hospitality concept “Son-nim”
- Genesis arrives in the market with a dedicated network and a lineup of three premium electric models – GV60, Electrified GV70 and Electrified G80

FRANKFURT, Germany, Jan. 26, 2026 — Genesis Motor Europe has announced its debut in the Italian market. Since launching in Europe in 2021 in Germany, the U.K. and Switzerland, the brand has now arrived in Italy, with further expansions into France, Spain and the Netherlands to follow soon.

The brand’s lineup of three all-electric models will be available from launch: Genesis GV60, the multi-award-winning luxury compact SUV and the brand’s first dedicated all-electric model; Electrified GV70, its flagship SUV which blends dynamic performance with effortless convenience and luxury; and Electrified G80, a luxury saloon with class-leading refinement and extended wheelbase and the most comprehensively equipped Genesis model in Europe.

Peter Kronschnabl, Managing Director of Genesis Motor Europe, commented: “Genesis is an exciting brand with strong foundations, and we have a long-term commitment to growing our presence in Europe. We are delighted to be launching the brand in Italy today, a market that represents tradition, design excellence and high customer expectations from premium brands.

“Representing our distinct Korean spirit and design-driven performance values, our award-winning all-electric models are tailored in terms of driving dynamics and specifications specifically for European customers. We also pride ourselves on developing strong customer relationships, and we look forward to introducing our models to Italian customers very soon.”

Genesis is focused on a strategically curated retail business model, prioritizing brand presence in key locations to maximize customer reach while delivering a premium customer experience. The first two retail locations in Italy will open this spring, one in Rome and one in Padua. Further expansion is planned this year, as well as a comprehensive service network.

Italy will be part of Genesis Magma Racing's debut season in the 2026 FIA World Endurance Championship (WEC) with the GMR-001 hypercar. Taking place in Imola on April 17-19, the brand's racing team will usher in a new era of high performance for Genesis, competing in the LMDh category. The technological innovations developed for this debut will generate valuable expertise, benefiting the entire Genesis lineup.

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