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GENESIS EXPANDS RETAIL PRESENCE WITH NEW FLAGSHIP SHOWCASE IN SYDNEY

- New Genesis Sydney showcase is brand's largest retail space in Australia
- Opening of the new flagship facility to be attended by Global Head of Genesis Mike Song and motor racing legend Jacky Ickx
- Genesis GV60 Magma Concept will be on display at a cocktail party to celebrate Genesis Sydney opening on Jan. 29

SYDNEY, Jan. 20, 2025 — Genesis is set to open its largest retail space in Australia with the unveiling of a spectacular new flagship Genesis Sydney showcase on Parramatta Road in North Strathfield.

The opening of the state-of-the-art, landmark facility will be suitably celebrated with a cocktail party for customers and invited guests on Jan. 29, attended by Global Head of Genesis Mike Song, who is visiting Australia for the event, and motor racing legend and Genesis Brand Ambassador Jacky Ickx.

Also on display as the centrepiece of the opening festivities will be the instantly iconic GV60 Magma Concept, which will be making its first appearance in Australia.

This stunning addition to the Genesis retail network represents a major investment in the brand locally and is in line with the expansion of the Genesis model range globally.

The new Genesis Sydney facility is a visually spectacular space that goes beyond traditional car showrooms and embodies the Korean aesthetic philosophy emphasising the "Beauty of White Space."

It features space to display the audacious, progressive and distinctly Korean contours of eight Genesis vehicles internally, and a large range of vehicles externally, as well as two Customer Delivery Lounges and a conference space.

Parked front and center on the opening night will be the GV60 Magma Concept, which is on track to enter global production later this year, becoming the first Genesis Magma model to go on sale.

Genesis ultimately aims to develop a high-performance Magma model for each production vehicle in its lineup, maximizing both performance and aesthetics.



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Head of Genesis Motors Australia, Justin Douglass, said it was an honor, and a recognition of the importance of the Australian market, to have Global Head of Genesis Song flying in to mark the occasion.

“This spectacular showcase, Genesis Sydney, truly is a landmark facility for our brand in Australia and represents a hallmark in quality for Genesis,” Douglass added.

“All of our showcases, and our two flagship studios, present the Genesis line-up in a stylish, minimalist environment, where customers can experience the unprecedented luxury that’s at the core of everything our brand does.

“You can see the distinctly Korean design that sets Genesis apart in the way this vast facility is laid out, but when you visit you can also sense it — the audacious and progressive approach that makes our brand stand out, and appeal to so many Australian customers.

“We warmly invite the people of Sydney to visit this new Genesis showcase, and to experience our vehicles for themselves.”

Ickx, who will attend the opening party, is in Australia to make his return to Mount Panorama for the first time since his 1977 Bathurst 1000 victory.

He will be driving the Genesis X Gran Berlinetta Concept for a series of demonstration laps at the Bathurst 12 Hour endurance race (Jan. 31 to Feb. 2) as it makes its global racetrack debut.

The GV60 Magma Concept will also be running laps at the Bathurst 12 Hour, having recently won its class at the famous Goodwood Festival of Speed — a hugely impressive first outing in what was the car’s global dynamic debut.

Since launching locally in 2019, Genesis has expanded its presence in Australia to seven locations across four states, including two flagship studios supported by five metro showcases.

Nationally, the Genesis retail network includes:

Genesis Studios	
Genesis Studio Sydney	185 Pitt St, Sydney NSW 2000
Genesis Studio Melbourne	287 Lonsdale St, Melbourne VIC 3000
Genesis Showcases	
Genesis Sydney	153-165 Parramatta Road, Concord NSW 2137



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Genesis Melbourne	405 High St, Prahran VIC 3181
Genesis Brisbane	825 Ann St, Fortitude Valley QLD 4006
Genesis Gold Coast	78 Nerang St, Southport QLD 4215
Genesis Perth	474 Scarborough Beach Rd, Osborne Park WA 6017

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