



PRESS RELEASE

11 April 2024

GENESIS DEBUTS X GRAN BERLINETTA TRIBUTE TO HONOUR JACKY ICKX

- X Gran Berlinetta Tribute Concept showcased to honor prestigious race career of Jacky Ickx
- Tribute concept was born from X Gran Berlinetta Concept that debuted in Barcelona in 2023
- The “Midnight Blue” color and single white stripe livery reference Ickx’s iconic race helmet
- Tribute concept was displayed at Chopard event on the shores of Lake Geneva

Geneva, Switzerland, April 11, 2024 — Genesis Motor Switzerland showcased the X Gran Berlinetta Tribute Concept in honor of the prestigious career of racing legend and Genesis Brand Partner, Jacky Ickx. The X Gran Berlinetta Tribute Concept was born from the X Gran Berlinetta Concept, a design study which embodies Genesis’ passion for motorsports, and which was first unveiled in Barcelona in 2023.

The X Gran Berlinetta Concept is the flagship concept of the Genesis Magma program and embodies the most emotional expression of the Genesis brand’s characteristic “Athletic Elegance” design philosophy. The concept was born from a design study that demonstrates Genesis’ passion and intent for the Vision Gran Turismo Series. Paying homage to the impressive career of Ickx, the bespoke show car X Gran Berlinetta Tribute Concept features a special livery of “Midnight Blue” with a single white stripe, evoking Ickx’s iconic race helmet.

An Evening With Racing Legend Jacky Ickx Hosted by Chopard

The X Gran Berlinetta Tribute Concept debuted at an exclusive event preceding Watches and Wonders Geneva, graciously hosted by Karl-Friedrich Scheufele, Co-President of Chopard, the distinguished Swiss luxury jeweller and watchmaker. The gathering honored the launch of Chopard’s new Mille Miglia Classic Chronograph JX7 models developed in collaboration between Scheufele and Ickx. The timepiece is abundant with symbols and references to Ickx’s achievements, such as his emblematic helmet. It results from 36 years of collaboration between Chopard and Ickx, highlighting the depth of their partnership extending beyond the confines of the racetrack, underscored by their shared commitment to excellence.

Throughout the event, guests had the opportunity to meet the Belgian racing legend, a six-time Le Mans winner with eight Formula 1 victories and 25 podium finishes, who is also a Chopard brand partner.

Exterior: The Ultimate Expression of Grand Touring

The X Gran Berlinetta Tribute Concept embodies the most emotional expression of the Genesis’ characteristic Athletic Elegance design philosophy.

The concept features Genesis’ new front fascia that abstracts the Crest Grille and links it with the Quad Lights. This structures the volumes and connects the front and rear with Genesis’ Two Lines brand identifier in a lightweight aerodynamic construction.

The side profile sports a generous dash-to-axle ratio that moves the driver and powertrain rearward for a lean mid-engine layout. The contrast of the energetic body sculpture with technical aero details accentuates the powerful form.



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The rear design is refined further with a rear spoiler and lateral trailing edges for aerodynamic high-speed stability. The fuselage extrudes towards the rear, culminating in an elliptical concave volume, common to Genesis vehicles.

Interior: Maximizing Focus on the Racetrack

With Genesis' "Beauty of White Space" attitude in mind, the X Gran Berlinetta Tribute Concept creates a clean environment for the driver. Essential functions are prioritized to maximise focus while on the racetrack.

The digital panoramic interface serves as an information center, linked to the surround digital monitoring system which provides unobstructed views of nearby vehicles. The steer-by-wire grip commands allow for precise and decisive maneuvering, giving the driver a competitive edge.

Performance: As Powerful as It Is Beautiful

The Genesis X Gran Berlinetta Concept is powered by a front mid-mounted Lambda 11 V6 engine, electrically assisted by Genesis E-SC technology. The hybrid race-spec drivetrain delivers a total of 1071 horsepower 986 pound-feet of torque, ensuring that this car is as powerful as it is beautiful. The V6 screams at 10,000 revolutions per minute while delivering a maximum output of 870 horsepower and 790 pound-feet while the Yasa E motor generates an additional 201 horsepower and 196 pound-feet of torque.

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Notes to editors

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About Genesis

Founded in South Korea, Genesis offers premium cars with a luxury experience and is committed to delivering an exceptional service to its customers. From its European headquarters in Frankfurt, Genesis Motor Europe operates in Germany, Switzerland and the UK. Since launching in Europe in 2021, the brand has received multiple company and product award wins across all three markets.

The Genesis range includes three dynamic pure electric models as well as the most recent addition, Genesis G90, the brand's flagship luxury saloon. Central to Genesis' identity is the distinctive design language of 'Athletic Elegance', blended with the very latest technology to deliver state-of-the-art



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customer features.

Genesis is dedicated to a sustainable future and aims to become carbon net zero by 2035.

For more information about Genesis and its definition of premium, please visit www.genesis.com.