



Heolleung-ro 12,
Seocho-gu, Seoul,
Republic of Korea
06797

Genesis Communication
T +82 02 3464 7319
www.genesis.com

PRESS RELEASE

DRIVING THE FUTURE: GENESIS PARTNERS WITH RACING LEGEND JACKY ICKX

- Jacky Ickx, Formula One and world record endurance racer, announced as official Brand Partner of Genesis Brand
- Within his role, he will act as an advisor, ambassador and diplomat to the brand
- Founded on mutual values, the partnership reflects a desire for revolutionising the future of automotive

FRANKFURT, Germany, Feb. 7, 2024 — Genesis announces exciting collaboration with racing legend, Jacky Ickx, who will join Genesis as an official Brand Partner.

Ickx will take on a three-fold role as a Genesis Brand Partner to provide strategic insights, championing the brand's ethos as an ambassador and acting as a distinguished diplomat within the luxury landscape.

In his advisory role, Ickx will collaborate closely with Luc Donckerwolke, Group Chief Design Officer (CDO) and Chief Creative Officer (CCO) and Hyundai Motor Europe Technical Centre. A signing ceremony on the 2nd of February at Genesis Studio Geneva marked the beginning of the brand partnership.

Luc Donckerwolke, CCO/CDO of the Group, commented: "We are delighted with this unique partnership with Jacky Ickx. With his phenomenal achievements, invaluable knowledge and desire to influence the revolution of the automotive landscape, Jacky aligns perfectly with our brand values. As a prominent figure who has been consistently ingrained throughout the evolving landscape over the years, it is an honour to have Jacky on board to help shape the future of the Genesis."

Ickx comments on the partnership: "I want to live in the future, move on from the past, reinvent, move forward. I have always admired Genesis for its cultured elegance and design



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aesthetics and sincerely believe in a relationship that is founded on authenticity and admiration to each other.”

Through this partnership, Jacky Ickx and Genesis will collaborate on various initiatives aimed at promoting innovation and luxury within the industry. Fondly referred to as the “Gentleman Disruptor” within Genesis, Ickx represents a legacy of excellence and innovation that the is building upon.

Ickx began his journey into the world of motorsport with road racing and motorcycle trials, earning top spot in the 50cc class Mettet Grand Prix Road race in 1962. Accelerating quickly through the ranks, he made his Formula One debut at Monza in 1967, going on to win eight races and 25 podium finishes within his Formula One career. Simultaneously, he had entered the world of endurance racing, teaming up with Hubert Hahne in 1966 to win the Spa 24 Hours endurance race in Belgium. From there, Ickx set a new world record, winning six times at the 24h race at Le Mans and subsequently becoming known as "Monsieur Le Mans".

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