



PRESS RELEASE

GENESIS CONTINUES EUROPEAN EXPANSION WITH NETHERLANDS LAUNCH

- Market debut with three fully electric luxury models: GV60, Electrified GV70 and Electrified G80
- Official sales launch of Genesis in the Netherlands, with pricing starting from 49,900 euros for the GV60
- A wide range of personalization options, advanced technology and fast-charging capability

FRANKFURT, Germany, March 23, 2026 — Genesis announced its official launch in the Netherlands, marking another important milestone in the European expansion of the brand. The occasion was celebrated during a dedicated launch event held at the Bernardus Golf Club, where Genesis presented the brand and introduced the model range to the Dutch market.

Peter Kronschnabl, Managing Director of Genesis Europe, said: “2026 marks a pivotal year for Genesis as we continue to accelerate our growth across Europe. With the brand launching in four major markets, Italy, France, Spain and the Netherlands, we are expanding our presence and bringing the Genesis experience to a wider audience.”

“The launch in the Netherlands represents another important milestone for the brand in Europe. We are confident that by working together with strong dealer partners such as Zeeuw & Zeeuw and Broekhuis, we will build a solid business and drive a continued success of Genesis in the Dutch market.”

An Electrifying Lineup

Genesis enters the Dutch market with an all-electric lineup consisting of three models: the Genesis GV60, starting from 49,900 euros; the Electrified GV70, starting from 65,400 euros; and the flagship Electrified G80, starting from 74,200 euros.

The Genesis range combines this attractive pricing with a high level of standard equipment and customer features, high-performance EV charging and extensive personalization options. Together, these elements underline the brand’s distinctive approach to a modern luxury mobility as a refined and performance-oriented brand defined by its distinctive design philosophy, “Athletic Elegance,” advanced technologies and a seamless ownership experience.

A Strong Foundation with Leading Dealer Partners



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Genesis has appointed two leading automotive groups as its first official dealer partners in the Netherlands: Zeeuw & Zeeuw and Broekhuis.

This collaboration establishes a strong foundation for the brand's presence in the Dutch market, supporting the distinctive Genesis ownership experience with a focus on expertise, quality and nationwide coverage.

Peter Lammers, Head of Genesis Netherlands, said: "We are proud to introduce Genesis to the Netherlands, bringing with us our distinctive Korean perspective and design-driven philosophy. Dutch customers share our appreciation for refinement, innovation and thoughtful craftsmanship. As we establish a long-term presence in this market, we look forward to setting a new benchmark in meaningful hospitality and customer experience."

The Netherlands launch represents another step in Genesis' continued growth following its 2015 global debut and is the brand's sixth European market, joining the U.K., Germany, Switzerland, France and Italy. Today, more than 1.5 million Genesis cars are on the road worldwide.

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