



PRESS RELEASE

GENESIS G70 TRACK DAY SPECIAL CONCEPT MAKES GLOBAL DEBUT, BEGINS CROSS CANADA TOUR

- G70 Track Day Special Concept to make global debut in Canada with spring tour of nationwide Genesis distributors
- Inspired by Genesis track taxi experience at Germany's Nürburgring, the concept reflects Genesis' commitment to high-performance driving

MARKHAM, Canada, May 1, 2025 — Genesis Motors Canada is proud to unveil the Genesis G70 Track Day Special Concept, a one-off project vehicle that embodies the brand's passion for high-performance driving and refined luxury. The concept symbolizes one of the many emotionalizing steps Genesis is taking as a brand.

Making its world premiere in Canada this spring, the one-of-a-kind project vehicle builds upon the thrilling foundation of the Genesis Track Taxi Nordschleife, a dedicated performance experience that lets passengers feel the full potential of the Genesis G70 on the legendary Nürburgring Nordschleife in Germany. It pays homage to the dynamic G70 sport sedan that's been rigorously engineered and fine-tuned for the legendary Nürburgring.

The project vehicle has been designed to mirror the low, sporty stance of the G70 Track Taxi Nordschleife. The G70 Track Day Special Concept features the same suspension setup, wheels and tires as the track taxi model, along with extra body enhancements like hood air vents as well as front and rear tow cables, giving it an unmistakably sporty appearance. Its striking rear wing allows for optimal aerodynamics, and the vehicle also includes "Nordschleife" graphics on the front fenders and the rear.

Equipped with 19-inch Michelin Pilot Sport 4S tires and designed to deliver an uncompromising track experience, the G70 Track Day Special Concept enhances the dynamic capabilities of the award-winning G70 sport sedan. Its looks represent a fresh interpretation of the G70 Track Taxi Nordschleife, designed to conquer the infamous "Green Hell." Its livery adopts a bold new look that stays true to the original concept while incorporating a playful twist and maintaining visual harmony with the original orange-colored G70 Track Taxi Nordschleife.

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