



PRESS RELEASE

GENESIS ADVANCES EUROPEAN DEALER STRATEGY WITH THE FIRST DEDICATED DEALERSHIP OPENING

- First dedicated Genesis dealership location opens in Europe, marking a new milestone for the brand's regional expansion
- Thoughtfully designed, the retail space is located in Almere, the Netherlands, to cover Amsterdam and surrounding area
- Operated by Broekhuis, a top 50 European automotive retail group with strong premium brand experience; recognized with national and European awards

FRANKFURT, Germany, April 10, 2026 – Genesis Motor Europe yesterday announced the opening of its first dedicated dealership in Europe, marking a key milestone in the implementation of its dealer network and the brand's regional expansion. The new retail space, operated in partnership with leading Dutch dealer group Broekhuis, represents a major step forward in bringing the Genesis experience closer to European customers.

The opening further strengthens Genesis' commitment to building an experienced and reputable sales and service network across Europe. The new dealership complements the existing network of Genesis Studios and carefully curated brand spaces that are located in the most prominent cities across Europe and have been designed to offer to customers a first-hand, immersive experience of the brand.

Located in The Netherlands, near Amsterdam, the new Genesis dealer offers a high-end and curated brand experience within an established automotive setting. The facility spans over 170 square meters and showcases the full Genesis lineup, allowing customers and visitors to engage first-hand with the brand.

The space has been thoughtfully designed to prioritize customer comfort and personalization and features a dedicated customer lounge area that reflects Genesis' commitment to hospitality, "Son-Nim."

Genesis has partnered with Dutch company Broekhuis, a highly respected automotive dealer group in the Netherlands. The company has been recognized among the top 50 largest automotive dealer groups in Europe and brings extensive experience with premium automotive brands. Its track record has been proven through multiple domestic and European awards recognitions and combines a strong existing partnership with Hyundai, making Broekhuis a natural choice for Genesis' first dealership in Europe.



PRESS RELEASE

Peter Kronschnabl, Genesis Motor Europe Managing Director, said: "Following the recent launch of Genesis in the Netherlands last month, we are proud to open tonight our first dealership. This milestone marks a concrete step in the rollout of our European dealer business model and the foundation of a robust network in the region, with a customer-centric mindset at its core."

Reinier Imminkhuizen, Divisional Director, and Marc Reijsbergen, Branch Director of Broekhuis, said, "Since our founding in 1932, our family-owned business has remained consistently committed to being customer-focused, with everything centered on personal attention and creating long-term relationships with employees, customers and our societal partners. This is our reason for being, for 94 years. The Broekhuis team, therefore, embraces the Korean 'Son-Nim' philosophy of ultimate hospitality, which closely aligns with the customer promises upheld by the Broekhuis Group."

By combining a premium retail environment with trusted local expertise, Genesis continues to redefine the premium automotive experience in Europe.

- END -