



PRESS RELEASE

GENESIS LAUNCHES IN EGYPT, MARKING A MAJOR MILESTONE IN AFRICAN EXPANSION

- Korean luxury automotive brand introduces full electric vehicle lineup to one of region's most dynamic markets

CAIRO, Aug. 8, 2025 — Genesis officially made its debut in Egypt, reinforcing its global growth strategy with the introduction of its electric vehicle (EV) lineup to the local market. The launch marks the brand's ongoing expansion into Africa and signals a bold new chapter across the Middle East and Africa.

To celebrate the arrival, Genesis hosted a high-profile brand launch event on Aug. 7 set against the serene backdrop of the crystalline shores of KIKI'S Sage in Hacienda Sidi Heneish on the North Coast. Genesis unveiled three key models — the GV60, the Electrified GV70 and the Electrified G80. Each vehicle reflects Genesis' signature "Athletic Elegance" design philosophy, defined by bold design, cutting-edge technology and a customer experience inspired by the Korean philosophy of "Son-nim," or honored guest.

"Launching in Egypt is a pivotal moment for Genesis," commented Omar Al-Zubaidi, Chief Executive Officer of Genesis Middle East & Africa. "It demonstrates our commitment to markets where luxury and electrification are growing in tandem, and we're proud to enter the country with a full EV lineup that represents the future of mobility. This launch marks a key strategic region for our continued growth."

The launch is delivered in partnership with Egypt's official distributor GB Auto and includes the opening of a flagship 895-square-meter showroom in District 5, New Cairo. While the state-of-the-art space supports the customer journey with personalized services and cutting-edge design, the emphasis is firmly on Genesis' brand promise, blending bold aesthetics, advanced technology and elevated service.

"It's a privilege to welcome Genesis to Egypt," added Ibrahim Naguib, Chief Operating Officer of Passenger Cars at GB Auto. "The brand's blend of design excellence, performance and customer-focused service is unmatched. We look forward to bringing Egyptian customers the level of luxury and attention to detail Genesis is known for."

Genesis' customer-first ownership model includes a five-year warranty and service contract, door-to-door maintenance, home vehicle delivery and access to global concierge services.

With Egypt now positioned as a regional launchpad, the brand will continue expanding its footprint across the Middle East and Africa region, with a focus on sustainable mobility, design leadership and next-generation customer engagement.