



PRESS RELEASE

GENESIS ANNOUNCES OFFICIAL ENTRY INTO TUNISIA THROUGH STRATEGIC PARTNERSHIP WITH ALPHA HYUNDAI MOTOR

- Strategic partnership agreement signed on July 17, 2026, confirming Genesis' entry into Tunisia and paving the way for a Q3 2026 market launch
- Alpha Hyundai Motor appointed as the official Genesis distributor with a dedicated showroom in Tunis and an initial lineup of luxury sedans and SUVs
- Partnership reinforces Genesis' commitment to expanding its footprint across the MEA region

DUBAI, United Arab Emirates, July 18, 2026 — Genesis Middle East & Africa today announced the signing of a strategic partnership agreement with Alpha Hyundai Motor, establishing the company as the official Genesis distributor in Tunisia and paving the way for the brand's market launch in Tunisia in Q3 2026. The agreement marks a significant milestone in Genesis' continued expansion across the Middle East and Africa region and lays the foundation for introducing Genesis' distinctive vision of modern luxury, design excellence and customer-centric experiences to Tunisian customers.

The introduction of Genesis to Tunisia represents an significant step in the marque's regional growth strategy. Inspired by the brand's Korean philosophy of "Son-nim," meaning honored guest, Genesis combines design, innovation and hospitality to deliver a distinctive approach to modern luxury.

Through Alpha Hyundai Motor, Genesis will open a dedicated showroom in Tunis and introduce an initial lineup comprising the Electrified G80, Electrified GV70, GV80 and GV80 Coupe. Reflecting Genesis' customer-first philosophy, the showroom will provide an elevated ownership experience through personalized consultations, immersive brand experiences and premium customer care. Additional electrified models are expected to follow as part of the brand's phased market introduction.

Commenting on Genesis' entry into Tunisia and the partnership with Alpha Hyundai Motor, Omar Al Zubaidi, CEO of Genesis Middle East & Africa, said: "Tunisia represents an important market for Genesis and a natural step in our continued growth across the MEA region. Through our partnership with Alpha Hyundai Motor, we look forward to introducing Tunisian customers to Genesis' distinctive vision of modern luxury and delivering the exceptional products, services and ownership experiences that define our brand."



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Mehdi Mahjoub, CEO of Alpha Hyundai Motor, said: "Today marks a significant milestone for Alpha Hyundai Motor in Tunisia. We are proud to introduce Genesis vehicles that redefine modern luxury through a unique blend of innovative technology, refined craftsmanship and exceptional customer experiences. With the opening of our dedicated Genesis showroom, we look forward to welcoming Tunisian customers into the Genesis universe and setting new benchmarks in the premium automotive segment."

Delivering a Customer-Centric Experience

Through Alpha Hyundai Motor, Genesis will offer customers a premium ownership journey supported by personalized consultations, dedicated aftersales care and immersive brand experiences. Future initiatives will include curated customer events and additional touchpoints designed to strengthen the brand's connection with customers in Tunisia.

The partnership between Genesis and Alpha Hyundai Motor lays the foundation for a long-term presence in Tunisia and reflects both organizations' confidence in the country's evolving luxury automotive landscape. Together, they aim to build strong customer relationships, establish trust in the market and create a unique ownership experience that supports sustainable growth for years to come.

As Genesis continues to expand its footprint across the region, the brand remains focused on delivering exceptional products, elevated experiences and meaningful customer relationships. The introduction of Genesis to Tunisia represents the beginning of an exciting journey that will further strengthen the brand's position as a modern luxury automotive leader across the MEA region.

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