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GENESIS COLLECTS GROWING NUMBER OF INDUSTRY AWARDS, EUROPEAN RECOGNITION CONTINUES TO RISE

- Since entering Europe in 2021, Genesis has consistently built credibility and recognition in the region, securing industry awards and accolades on an annual basis.
- Current Genesis lineup gathers multiple European awards across different categories
- GV60 Magma shortlisted for Auto Bild's prestigious Golden Steering Wheel award

FRANKFURT, Germany, Sep. 1, 2026 — Genesis Motor Europe announced that the high-performance Genesis GV60 Magma has been shortlisted for the Golden Steering Wheel 2026 (Goldenes Lenkrad), one of Europe's most respected automotive awards. This adds to a growing list of recognition for Genesis among customers, fans, media and industry experts across the region.

"Being shortlisted for such a prestigious award, where the journey begins with the votes of readers, is a strong sign of the growing connection Genesis is building with European customers," said Peter Kronschnabl, managing director of Genesis Motor Europe. "In less than five years, we have evolved from a newcomer into an increasingly recognized premium brand, driven by the quality of our products, distinctive design, and an exceptional customer experience."

Since entering the European market in 2021, Genesis has established itself as a distinctive premium automotive brand, earning recognition for its design, innovation and advanced technology. Today, the brand is present in Germany, the U.K., Switzerland, Italy, France and the Netherlands, with Spain set to follow soon. As Genesis continues to expand its footprint across Europe, it remains committed to delivering products and customer experiences that challenge conventions and redefine expectations in the premium automotive sector.

Among the brand's recent achievements are prestigious international design recognitions, such as Red Dot and iF Design awards. All Genesis models have been awarded maximum 5-star credentials on the Euro NCAP safety tests, contributing to a European product lineup that has consistently achieved the highest levels of safety recognition.

These achievements reflect Genesis' long-term commitment to delivering products tailored to the expectations of European customers, benefiting from the advanced engineering



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expertise and technological capabilities developed within Hyundai Motor Group R&D centers in Europe and South Korea.

At the heart of Genesis lies the Korean principle of hospitality, "Son-nim", a philosophy that regards every customer as an honored guest. This approach shapes the Genesis experience, across product development, retail and aftersales.

GV60 Magma: The New Challenger

As the first production model from the Magma program, the GV60 Magma represents a bold new chapter for Genesis. Combining the brand's distinctive "Athletic Elegance" design philosophy with enhanced driving dynamics and performance-focused engineering, the model expands Genesis' reach into one of the most competitive and emotionally engaging segments of the premium automotive market.

The GV60 Magma reflects Genesis' ambition to deliver vehicles that inspire not only through innovation, quality and comfort, but also through genuine driving excitement and emotional appeal. European customer deliveries will commence later this year.

List of Awards

Award	Title	Year
Scottish Car of the Year	GV80 Best Luxury SUV	2021
Red Dot Design Award	Genesis X Concept Best of the Best	2021
UK COTY	G70 Shooting Brake Best Estate	2022
German COTY	GV60 German Premium Car of the Year	2022
Swiss COTY	GV60 Swiss COTY	2022
Auto Bild	GV60 Exceptional Design Award	2022
Red Dot Design Award	GV60 Product Design	2022
Scottish Car of the Year	GV70 Best Large SUV	2022
Autocar	GV60 Launch Event of the Year	2022
Best Cars of the Year	Best Car Company of the Year	2023
Business Car Awards	GV70	2023



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	Best Premium Large SUV	
What Car?	GV60 Best Electric SUV	2023
BrandEx	Innovation 'Sound of Serenity' pop up	2024
Red Dot	Innovation 'Sound of Serenity' pop up	2024
Scottish Car of the Year	Electrified GV70 Scottish Car of the Year	2025
Caravan and Motoring Club	GV60 Towcar of the Year	2025
What Car?	GV60 Best Interior	2025
IF Awards	GV60 Magma Design Award	2026
Auto Bild	Best Brand Overall 15th Annual Readers' Survey	2026
Red Dot	GV60 Magma Product and Design	2026
Red Dot	X Skorpion & Magma GT Cars & Motorcycles - concept cars	2026

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