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GENESIS SHOWCASES MAGMA GT AND X SKORPIO CONCEPTS IN DYNAMIC DEBUT AT TUTTO BENE HILLCLIMB

- Genesis Magma GT Concept makes dynamic debut on thrilling Mottarone hillclimb
- X Skorpio Concept also takes on the trek in first European outing, piloted by Genesis Magma Racing driver André Lotterer
- Two concept vehicles represent contrasting visions of high-performance luxury, alongside display of GMR-001 Hypercar and Genesis Box Buggy Concept
- Event hosted 85 exceptional automobiles across 9km closed course in Italian Alps

STRESA, Italy, Sept. 14, 2026 – Genesis introduced the Magma GT Concept and X Skorpio Concept to dynamic track conditions for the first time at the 2026 Tutto Bene Hillclimb. The two striking concept vehicles ascended the 9-kilometer Strada Borromea on Mottarone mountain, their debuts representing a bold statement of Genesis' ambitions in high-performance automotive design and engineering.

The Genesis Magma GT Concept, unveiled statically at the 24 Hours of Le Mans in June, finally revealed its true character in motion. The mid-engined grand tourer tackled the winding Italian hillclimb with precision — its purposeful proportions and uncompromising focus on performance embodying Genesis' exploration of luxury through the lens of high-performance engineering.

Making its European debut, the Genesis X Skorpio Concept is a dramatic departure that reimagines the brand's "Athletic Elegance" design language for off-road racing. The rugged vehicle showcased an entirely different approach to performance, featuring a tubular chassis and high-endurance components derived from competitive off-road racing development.

The X Skorpio Concept was piloted up the track by Genesis Magma Racing driver André Lotterer, who alongside his #17 GMR-001 Hypercar teammates Pipo Derani and Mathys Jaubert, recently secured the team's best finish of the 2026 World Endurance Championship season at the Lone Star Le Mans at the Circuit of the Americas in Texas. The three drivers managed to recover from an early incident and penalty to bring the #17 GMR-001 Hypercar back into the top ten to finish and score points in P7.



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The contrast between the two concepts — one refined, mid-engined and road-focused; the other raw, purpose-built and terrain-conquering — demonstrated the breadth of Genesis' performance vision.

Created by Los Angeles-based Race Service and Milan-based BorromeodeSilva, Tutto Bene 2026 gathered 85 exceptional automobiles across one of Italy's most striking landscapes, overlooking Lake Maggiore. Far from being a competition, the hillclimb celebrated the shared passion for automotive design, engineering and driving culture.

Genesis also brought the Genesis Magma Racing GMR-001 Hypercar, fresh from competitive testing, and the Genesis Box Buggy Concept, a technical demonstrator which was built on technology from the Hyundai Motor Group's Mobis division. Together, the vehicles illustrated the wealth of expertise within the Group, from high-performance motorsport to the exploration of future mobility technologies.

For Genesis, the event represented a natural meeting of automotive cultures and philosophies. In the Italian Alps, the marque embraced Tutto Bene's "slow down to go fast" ethos which views journeys being just as important as the destination — a celebration of progressive design, engineering and the simple pleasure of being behind the wheel.

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