Genesis PRESENTS double World Premiere of Redesigned Electrified G80 and g80 ev magma concept at Auto China 2024

* World premiere of the newly designed Electrified G80 tailored for Chinese customers, featuring an increased wheelbase and exclusive Vision Blue colour
* Genesis also unveils G80 EV Magma Concept, a new addition to Genesis’ recently launched high-performance Magma program
* G80 EV Magma Concept marks the second electric model in the program alongside GV60 Magma Concept

***Frankfurt, Germany, 25 April 2024:*** Genesis has revealed a double world premiere of the newly designed Electrified G80 and G80 EV Magma Concept, along with two other models from the brand’s Magma program at the Beijing International Automotive Exhibition.

Reaffirming its commitment to China, the redesigned Electrified G80 luxury saloon incorporates features tailored to meet the market’s unique customer preferences, which include an exclusive Vision Blue colour, available only in China.

Genesis also introduced a new addition to its high-performance Magma program with the world premiere of G80 EV Magma Concept, showcased alongside X Gran Berlinetta Concept, GV80 Coupe and GV60 Magma Concept, signalling the brand’s evolution as it enters the high-performance sector.

**Newly Designed Electrified G80 makes Debut**

The newly designed Electrified G80 illustrates the progression of Genesis’ electric car design. Its dignified front face features the brand's iconic G-Matrix Crest Grille with MLA headlamps and a refined bumper, portraying a stance of confidence.

Electrified G80 illustrates the progression of Genesis’ electric car design, featuring the brand's iconic G-Matrix Crest Grille with MLA headlights and a refined bumper, portraying a stance of confidence. The elongated wheelbase, which has been increased by 130mm, adds to the sense of elegance and closely resembles the side profile and Day Light Opening (DLO) of the brand’s flagship model, Genesis G90.

Together with the brand’s signature Parabolic Lines flowing over the new dish-style 19-inch wheels, the chrome garnish that envelopes the front, side, and rear further elevates the overall look of the car.

The longer wheelbase offers more space in the second row with new Ergo Motion Seats and Integrated Memory System (IMS) to enhance the passengers’ comfort while the cabin offers personalised entertainment with a 27-inch OLED display, as well as a 17-speaker Bang & Olufsen sound system.

**Genesis Magma Program Arrives in China**

Genesis introduced its Magma program to China with the world premiere of G80 EV Magma Concept, in addition to showcasing X Gran Berlinetta Concept and GV60 Magma Concept.

The Genesis Magma program infuses the brand with a new dynamism and marks the brand’s exciting entry into the realm of high-performance cars. Through Magma, Genesis endeavours to redefine the boundaries of performance and luxury, with the ultimate aim of developing a high-performance Magma variant for each existing model in the line-up.

**The G80 EV Magma Concept**

“The introduction of Genesis Magma to China signifies our expansion into a new frontier of the driving experience,” said SangYup Lee, Head of Genesis Global Design. “G80 EV Magma Concept is a stunning expression of both our design and engineering capabilities, as well as our commitment to meet the ever-evolving needs of Chinese consumers in pursuit of ultimate performance, represented by the beautiful and China-exclusive Acme Blue.”

G80 EV Magma Concept marks the second electric model in the Magma program, highlighting a more athletic aspect to Electrified G80, perfectly embodying power, performance, and style.

The front grille has been redesigned, offering a more striking appearance. Wider fenders and a new rear bumper give the car a more commanding presence on the road. The wider body and lowered ride height are complemented by 21-inch wheels, which are wider at the rear.

The rear bumper is adorned with an integrated fog light, reminiscent of iconic racing cars, while a sculpted boot door design and pronounced spoiler lip contribute to improved aerodynamics. The rear diffuser and ducktail spoiler work together to optimise the flow of air, further enhancing the cars overall performance.

Performance is a key element of G80 EV Magma Concept, with various enhancements implemented. The use of an advanced suspension system, high-performance wheels, and large, ventilated front and rear brakes significantly enhance the vehicle's capabilities. The wider track-tuned suspension for elevated road-holding and cornering potential, and larger brakes ensure excellent handling and increased driver confidence. Keeping in mind the importance of weight management, the lightweight wheels have been optimised to cool the brakes while reducing unsprung weight.

The interior of G80 EV Magma Concept is crafted with Alcantara, quilted leather, and carbon fibre inserts, featuring a blue-coloured weave.

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**About Genesis**

Founded in South Korea, Genesis offers premium cars with a luxury experience and is committed to delivering an exceptional service to its customers. From its European headquarters in Frankfurt, Genesis Motor Europe operates in Germany, Switzerland and the UK. Since launching in Europe in 2021, the brand has received multiple company and product award wins across all three markets.

The Genesis range includes three dynamic pure electric models as well as the most recent addition, Genesis G90, the brand’s flagship luxury saloon. Central to Genesis' identity is the distinctive design language of 'Athletic Elegance', blended with the very latest technology to deliver state-of-the-art customer features. Genesis is dedicated to a sustainable future and aims to become a carbon net zero by 2035.

For more information about Genesis and its definition of premium, please visit [www.genesis.com](http://www.genesis.com).