Genesis unveils newly designed gv70

* Newly designed midsize SUV launches in Korea next month
* Enhanced exterior embodies distinctive Genesis design ethos “Athletic Elegance”with MLA headlights, dual-weave mesh radiator grille and rear Two-Line indicators
* “Beauty of White Space” achieved through advanced technological features
* GV70 Sport features sporty aesthetics such as enlarged air intakes, exclusive rear diffuser and exhaust tips, and 21-inch dark metallic wheels

***Frankfurt, Germany, 26 April 2024:*** Today, Genesis has unveiled the newly designed GV70, launching in Korea next month. The sleeker silhouette and advanced technological features embrace the brand’s design philosophy, “Athletic Elegance” marking the first-ever redesign of GV70. Since the model initially debuted in December 2020, more than 200,000 units have been sold worldwide.

**Refined Exterior Details**

Intricate details have been added to enhance elements of the exterior, such as the dual-weave mesh radiator grille, also known as the dual-weave G-Matrix Crest Grille, and the use of advanced MLA technology in the iconic Two-Line headlights. The front bumper has a skid plate to create a wide and robust appearance, complemented by horizontally expanded air ducts reinforcing the sturdy impression of an SUV. The newly designed 19-inch dark hyper silver wheels accentuate the sporty side profile. At the rear, the indicators have been redesigned to align with the front Two Lines concept, while being relocated from the bumpers to the rear combination lights, resulting in improved visibility for other vehicles . On the rear spoiler, a module integrating a digital centre mirror and built-in camera have been applied to the lower part of the line-shaped high-mounted brake light, contributing to a more streamlined appearance.

**‘Beauty of White Space’ Meets Advanced Technology in Interior**

The interior of the GV70 creates a luxurious experience by infusing high-tech sensibility with Genesis’ distinctive Korean-inspired design principle, the Beauty of White Space.

The 27-inch OLED display integrates the cluster and infotainment system in a single horizontal layout, while a touch-based heating and air-cooling system offers utmost convenience.

Mood lights that extend from the upper door trim to the centre fascia create a cosy ambience.

A horn cover adorned with the new Genesis logo, a two-tone steering wheel and intricate stitching details throughout the interior further elevates the heightened sense of sophistication and luxury.

**Maximised Sportiness in GV70 Sport**

The newly designed GV70 Sport package, also unveiled today, features various interior and exterior enhancements that maximise the vehicle’s sporty feel. The front side of the GV70 Sport showcases a double-layered G-Matrix Crest Grille, along with enlarged air intakes.

The side profile stands out with newly designed five-spoke 21-inch dark metallic wheels, with each spoke featuring two black lines engraved where it meets the rim, amplifying the athletic stance and Two Lines design identity.

The rear comes with a dark-chrome diffuser and exhaust tips, exclusive to the Sport package for the GV70. In terms of the interior, a D-cut steering wheel and orange-colour stitches add a distinctive touch.

Further specification details will be revealed closer to the official launch date.

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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).