GENESIS X GRAN COUPE CONCEPT, X GRAN CONVERTIBLE CONCEPT MAKE WORLD PREMIERE AT SEOUL MOBILITY SHOW 2025

* X Gran Coupe and X Gran Convertible created by Genesis Design are derivatives of the brand’s G90 flagship
* The coupe and convertible architectures have been chosen to express the brand’s facets of exclusive sportiness and luxurious elegance
* X Gran Coupe Concept takes inspiration from the Mediterranean olive tree, while the X Gran Convertible Concept carries the essence of the most exclusive southern European wine
* Genesis Magma Racing Team Principal Cyril Abiteboul shares upcoming plans and expectations of performance for first time in Korea

***Frankfurt, Germany, 3 April 2025:*** Genesis revealed the X Gran Coupe Concept and X Gran Convertible Concept for the first time today at the Seoul Mobility Show 2025 in Goyang, Korea, taking yet another step forward towards redefining automotive luxury and performance.

The world premieres were held at the KINTEX convention centre under the theme ‘Unfold a New Era of Genesis,’ as the brand expressed deep gratitude to local Genesis customers and shared its aspirations to embark on a new chapter.

“In the 10 years since our launch, Genesis has been dedicated to delivering its unique values to more than 1.3 million customers worldwide,” said Mike Song, Global Head of Genesis. “We aim to seize this opportunity as a launchpad for a new decade, showcasing models that embody Genesis' pursuit of high-performance technology and future luxury design.”

**Introducing X Gran Coupe Concept and X Gran Convertible Concept**

X Gran Coupe Concept and X Gran Convertible Concept are derivatives of Genesis’ flagship model, G90. Both concepts demonstrate the brand’s future position as an emotional luxury brand through distinct typologies.

Given its unique typology, which is traditionally the most exclusive and unique body architecture in the luxury segment, X Gran Coupe Concept perfectly showcases the Genesis way of elegance and athleticism.

Another interpretation of the flagship G90, the X Gran Convertible Concept, showcases a typology that offers freedom of expression and a heightened open roof experience, which allows a direct connection with the surrounding environment.

“Each concept car is a unique expression of Genesis’ luxury ethos designed to provide a sophisticated and immersive driving experience,” said Ilhun Yoon, Head of the Genesis Design Center in Seoul.

**Showcasing Genesis' unique design characteristics**

At the front, both concepts feature Genesis’ characteristic Two-Line headlights, which extend toward the brand’s iconic Crest Grille. The three-dimensional front grille is inspired by woven metal strings, arranged in bold, diamond-shaped ‘Two-Line’ patterns.

The wide lower air intakes with sculpted grille meshing emphasise the sporty character of X Gran Coupe and X Gran Convertible, while the elongated bonnet of both concepts creates a dynamic silhouette. The ‘Two-Line’ headlights extend to the front arches, enhancing the sense of presence, underlined by the increased track width.

**Dramatic side profiles and wheel designs**

Both concepts feature a more steeply raked windscreen and shallower roofline, creating audacious silhouettes. The pillarless doors have been extended to create seamless and elongated profiles, with the frameless windows sliding down completely, forming a dramatic, elegant side profile.

Aerodynamic wing sections complement the design of both concepts, underlining the bold appearance and planting the concepts seamlessly on the road.

In the X Gran Coupe Concept, the roofline has been visually integrated, shaping a cabin that resembles the canopy of sportscars. The beltline for X Gran Convertible Concept is extended further back, dividing the body from the soft-top roof.

The dynamic five-star wheels of the X Gran Convertible Concept feature a sculptural cross-section that contrasts with the Two-Line spokes.

The striking combination of a five double-spoke design and a layered treatment on the secondary spokes makes X Gran Coupe Concept’s wheels a highlight from every angle.

In both concepts, the deep sections of the wheels — directly resulting from the widened track — creates a dramatic stance, while the concave surfaces have been enlarged to underline the presence of each concept.

**Rear aesthetics**

At the rear, the bumper offsets have been smoothed to create clean surfaces, accommodating the iconic ‘Two-Line’ taillights.

The brightwork extends to the lower rear sections of both cars, integrating wide, slim rectangular-shaped tailpipes. Below the license plate areas, horizontal accents stretch across the rears, with a ducktail spoiler emphasising the dynamism of each concept.

Flush Genesis logos and hidden retractable rear-view cameras reflect the high-tech approach to detailing. The boot has a touchless operation using a simple hand gesture, eliminating the need for physical buttons.

**Interiors inspired by Mediterranean olives and Cabernet Sauvignon**

X Gran Coupe Concept features unique design elements inspired by Mediterranean olive trees, across the interior finishes, floor mats and door sill plates. Microperforated olive wood is used throughout the interior, finished with a bespoke backlit graphic to create olive-themed atmosphere lighting. The interior also features a centre tunnel with quilted stitching, inspired by automotive heritage, with specially designed floormats adorned with olive motifs.

Upon entering the car, the scent of Genesis leather — crafted from naturally tanned material using wastewater from Italian olive oil production, while being 100-percent chrome-free — delights the senses and enhances environmental sustainability.

A fully quilted leather roof enriches the luxurious ambiance, while the overhead console accommodates new functional enhancements.

X Gran Convertible Concept captures the spirit of fine wines, with an exterior colour reminiscent of pressed grapes and an interior colour that echoes the deep, rich hues of Cabernet Sauvignon grapes from the Livorno region of Italy.

**Crystal accents in interior details**

The sandy, clay soil that nourishes Mediterranean olive trees inspired the use of crystals in the X Gran Coupe Concept, with detailing on the steering wheel, centre console and air vents. Due to its purity and multiple facets, crystal reflects sunlight, creating captivating displays of light in the interior.

The crystal elements also elevate the sense of luxury while bringing warmth and depth to the cabin experience in the X Gran Convertible Concept. Paired with the soft materials of the seats and carpets, the crystals create a monochrome effect that highlight the grape blue tones of the interior.

**Enhanced driving experience**

At the heart of the driving experience of both concepts is a steering wheel that features a refined aluminum third bottom spoke, which is subtly patterned to echo the texture of the rotary controls, enhancing both visual and tactile harmony.

The front seats with integrated safety belts feature embedded screens and rear passenger air vents and integrated displays.

**First look of GMR-001 Hypercar in Korea**

During this year’s Seoul Mobility Show, Genesis also shared its thrilling foray into motorsport and showcased the 1:2-scale GMR-001 Hypercar for the first time in Korea. Genesis plans to compete in the 2026 FIA World Endurance Championship (WEC) and the 2027 IMSA Sportscar Championship.

“Endurance racing showcases values of resilience, teamwork and excellence, qualities that resonate deeply with Genesis’ vision and ambition,” said Cyril Abiteboul, Team Principal of Genesis Magma Racing and President of Hyundai Motorsport.

**Genesis booth at Seoul Mobility Show**

X Gran Coupe Concept and X Gran Convertible Concept will be displayed at the Seoul Mobility Show from 4th to 13th of April. Visitors to the Genesis booth at KINTEX will also be able to see the 1:2 scale GMR-001 Hypercar, GV60 Magma Concept, GV80 Black, redesigned GV60 and GV70, as well as G90.

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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).