**Genesis to Supply Luxury G80 Sedans**

**to Eastern Economic Forum**

* Genesis G80 is named Official Car of the Eastern Economic Forum (EEF)
* Genesis marks role as Special Partner of the Forum with vehicle handover ceremony
* 150 luxury Genesis G80 sedans will transport dignitaries attending the major political forum

**September 5, 2017** – Genesis has been named as a Special Partner of the Eastern Economic Forum (EEF), a high-profile political event taking place in Vladivostok, Russia. The luxury automotive brand of Hyundai Motor Group is supplying 150 of its premium G80 sedans to the organizing committee of the forum, to be held on September 6 and 7.

As the exclusive automotive brand of the forum, Genesis has an important role in providing transportation for prominent political figures from around the world. The official handover of the G80 sedans, the Official Car of the Forum, took place on September 5, at a ceremony attended by Vasily Usoltsev, first Vice-Governor of Primorsky region in eastern Russia.

“It is a very exciting opportunity for Genesis to partner with the Eastern Economic Forum and provide the official car of the Forum,” Alexey Kalitsev, Managing Director of HMCIS and Genesis Brand in Russia, said. “We are committed to the region and see Russia as one of the priority markets for Genesis. We are sure that the participating members at this occasion will enjoy the excellent quality and comfort offered the G80 luxury sedan.”

The EEF takes place annually in Vladivostok and is one of the major events for the region's economy. The key goal of the EEF is to strengthen relations within the global investment community, presenting new terms of investment and business, in addition to providing expert evaluation of the economic potential of Russia's Far East region. This year, the forum will be attended by thousands of representatives from 56 different countries.

4,600 representatives of business, expert, and scientific communities and the public from 56 countries in 2016. 4,600 representatives of business, expert, and scientific communities and the public from 56 countries in 2016.

The Genesis brand is experiencing significant global success in key countries – including Korea, the U.S. and multiple countries in the Middle East. Genesis also launched in Russia in September 2016 to widespread acclaim. The 2017 EEF forum allows the brand to build on its reputation for advanced engineering and high quality, with its G80 sedan.

- Ends -

About Genesis

Genesis, the luxury automotive brand, strives to make a positive difference in the lives of discerning customers, thus becoming an important element of their lifestyle. As a design-focused brand, Genesis has introduced fascinating models that embody athletic elegance, starting from the brand’s flagship model G90, mid-size luxury sedan G80 and its derivative G80 Sport. The brand’s G70 sport sedan will make its world debut in September 2017. Genesis will be opening dedicated brand stores in major cities throughout the country in the near future. Experience more at <https://www.genesis.com>.

**Contact**

[Globalpr@hyundai.com](mailto:Globalpr@hyundai.com)  
+82 (0)2 3464 8501