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Genesis Names New General Manager for Africa and Middle East Region

- Altar Yilmaz joins Genesis with 20 years' experience in luxury auto sector
- Brand is seeing strong growth in market as model range expands

January 2, 2018 – Altar Yilmaz has been named as General Manager for luxury car brand Genesis in the Africa and Middle East region, bringing 20 years' experience in the luxury automotive sector to the role.

Yilmaz spent more than 15 years at Mercedes-Benz, beginning in the late 1990s, followed by senior roles with the Porsche and Cadillac brands. His career includes positions both with international carmakers and national distributors in the UAE and Saudi Arabia, giving him a deep understanding of the market.

"I am very excited to be joining Genesis, and look forward to contributing to the brand's growth in Africa and the Middle East," Altar Yilmaz said. "The luxury car market is very competitive, but also has enormous potential for growth. With its commitment to excellence in design, technology and quality, Genesis has a bright future in this region and globally."

Genesis launched in the region during 2016 with its first model, the flagship G90 large sedan. It now also offers the mid-sized G80 and G80 Sport, and is preparing to begin sales of the compact G70 sedan.

In his new role, Altar Yilmaz will ensure that Genesis provides a customer experience that matches the high standards of Genesis products.

"I am very pleased to be welcoming Mr. Yilmaz to his new role," said Manfred Fitzgerald, Senior Vice President and Head of Genesis Brand.

"With Genesis, we must provide a level of service that meets the expectations of the most



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demanding customers. The appointment of a new General Manager dedicated to the Africa and Middle East region is an important step to ensure we are able to meet these expectations, providing the very highest standard of customer experience.”

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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 made its world debut in September 2017, completing the brand’s sedan lineup. Genesis will be opening dedicated brand stores in major cities in the near future. Experience more at <https://www.genesis.com>

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