

Genesis Opens First Standalone Showroom - 'Genesis Gangnam' - in Korea

January 8, 2018 – Genesis opened its first headquarters-owned standalone showroom 'Genesis Gangnam' on January 6th. The brand collaborated with world-leading architectural firm, Office for Metropolitan Architecture (OMA) led by Rem Koolhaas to design and build this unique space.

Located in the vicinity of the prime business district of Samsung-dong, Gangnam-Gu, Seoul, the brand's new independent facility is designed to provide a complete experience in all facets of the brand and product.

Unlike typical automotive showrooms surrounded with glass windows, only small portions of Genesis Gangnam are visible from the outside to maximize a private and personal setting that enhances the interaction between the customer and the product. Genesis-trained specialists are stationed within the two-story showroom to deliver a private and tailored customer experience for all visitors.

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Genesis Gangnam also focuses on senses and emotion for an enjoyable customer experience, incorporating the brand's scent and sound for brand dedicated spaces.

All Genesis products including the flagship G90, G80 and G80 Sport and the recently-launched G70 will be on display, along with all available exterior colors, wood and interior leather material for visualization and comparison.

The showroom is highlighted by the 'Launch Bay,' which is the starting point of the test drive experience. This private bay area is solely dedicated for the driver, where the visitor may engage with the product through the AR/VR-based Genesis Virtual Guide.

Five different test drive courses are available, based on visitor preference. Courses include Urban Green, Urban Highway, Dynamic, K-Road and Short Course that navigate through the public roads and highways of Gangnam.

"The Genesis brand is a promise – a promise of a new way of automotive luxury," said Senior Vice President Manfred Fitzgerald, Head of Genesis Brand. "Genesis Gangnam is the physical embodiment of that promise and how we serve our clientele. Customer experience is vital and we will now work on a global scale to bring many of the aspects of our brand's flagship store to customers around the

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world.”

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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>