GENESIS RECEIVES “BEST OF THE BEST” RED DOT AWARDS FOR RETAIL DESIGN AND SOUND DESIGN

SEOUL, KOREA, August 16, 2018 – Today, Genesis received “Best of the Best” Red Dot Awards for both Retail Design and Sound Design, the highest possible honors from the judges of the leading international design competition. The Red Dot Awards recognize the flagship Genesis Gangnam showroom in Seoul, South Korea, and the Genesis Sound 360-degree audio branding campaign, respectively.

“We are honored to be selected by the esteemed Red Dot Design panel for Genesis Gangnam and the Genesis Sound, which are only the initial steps for our full design transformation,” said Manfred Fitzgerald, Executive Vice President and Global Head of the Genesis Brand. “Genesis design, in all its forms, will continue to pave the way forward.”

Genesis Gangnam, designed by Office for Metropolitan Architecture (OMA) led by Rem Koolhaas, is the Genesis brand’s new independent facility designed to provide a complete experience in all facets of the brand and product. It opened to the public in January 2017.

Inspired by the traditional beats and sound of the Korean Jangu-drum, Genesis Sound translates the Genesis brand personality, dubbed “Quietly Iconic,” into an auditory and visual experience. Focusing on the touch points of the automotive life cycle—from showroom and brand event space sounds to the expression of sound while driving—the gentle, confident Genesis Sound radiates an atmospheric presence filling the empty spaces between the notes.

The Red Dot jury is composed of 40 international experts in design. Designers, agencies and companies from 45 countries took part in this year’s competition, which received more than 8,600 entries.

About Genesis

As a design-focused brand, Genesis has introduced fascinating models that embody athletic elegance, including the G80 and G80 Sport midsize luxury sedans and the flagship G90 luxury sedan. The brand’s G70 sport sedan made its world debut in September 2017, completing the brand’s sedan lineup. Genesis will open dedicated brand stores in major cities in the near future. In just the first half of 2018, Genesis has won highest-ranked brand in the automotive industry awards for quality and owner satisfaction from highly-respected, third-party experts Consumer Reports, J.D. Power and AutoPacific. For more information on Genesis and its new definition of luxury, please visit [www.genesis.com](http://www.genesis.com).