MARK DEL ROSSO NAMED CEO OF

GENESIS MOTORS NORTH AMERICA

FOUNTAIN VALLEY, Calif., October 11, 2019 – Genesis global headquarters has appointed Mark Del Rosso as Chief Executive Officer, Genesis Motors North America. Mark will be responsible for overseeing all Genesis operations in North America and continuing the growth of the brand. He will start on October 21, 2019 and will report directly to Jose Munoz, President & CEO Hyundai North America and to the Genesis global headquarters located in Seoul, South Korea.

Mark joins Genesis with extensive and varied automotive experience from over 25 years in the industry, over two decades of which has been focused on the development of luxury brands; Lexus, Bentley, and Audi.

Prior to Genesis, Mark was the President of Audi of America where he was responsible for the third largest sales volume region in the world for Audi AG. Mark was instrumental in charting the course for Audi of America’s overall premium mobility strategies for the future.

“Though Genesis is the youngest luxury automotive brand in the industry, having separated from parent Hyundai less than four years ago, It has been quickly gaining traction in the market with September YTD sales up 67 percent,” said Jose Munoz, President & CEO Hyundai North America. “Given Mark’s overall proven track record and extensive experience leading luxury brands, I’m thoroughly confident that Genesis Motors North America will be positioned to accelerate its growth and climb the ladder of luxury automotive brands to the top.”

Prior to his most recent experience at Audi, Mark was the President & CEO, Region Americas for Bentley Motors, Inc., the largest sales volume region in the world for Bentley. While leading Bentley Motors, Inc., Del Rosso stabilized the overall business, and prepared the dealer network and market for the launch of the all-new Continental GT / GTC.

Before leading Bentley Motors, Inc., Del Rosso was the Chief Operating Officer at Audi of America, Inc. where he launched and executed a premium “go to market” strategy that resulted in 77 consecutive months of increased sales. As a result, a 200K+ per year sales volume goal was achieved five years ahead of plan.

Del Rosso had compiled 17 years of varied industry experience, before joining Audi, through his work at Toyota Motor Sales, USA, Inc., the vast majority of which was in roles of increasing responsibility within the Lexus division.

Erwin Raphael will continue, as the COO of Genesis Motor America, to be responsible for the strategic direction and management of all Genesis operations in the United States, including sales and marketing. He’ll now report to Mark Del Rosso, CEO of Genesis Motors North America.

**Genesis Motor America**

Genesis Motor America, LLC is headquartered in Fountain Valley, Calif. Genesis is a global luxury automotive brand that delivers the highest standards of performance, design and innovation. All Genesis vehicles sold in the U.S. are covered by an industry-leading warranty with enhanced roadside assistance and concierge services. Within the past year, Genesis has won highest-ranked brand in the automotive industry awards for quality and owner satisfaction from industry experts such as J.D. Power, AutoPacific, and Strategic Vision. The Genesis product lineup consists of the flagship G90 luxury sedan, the G80 and G80 Sport midsize luxury sedans, and the G70 luxury sport sedan, which was named the 2019 North American Car of the Year, the MotorTrend 2019 Car of the Year, as well as a category winner in the Car and Driver 2019 10Best awards, among over a dozen other significant third-party industry awards in its first year in the market.

For more information on Genesis and its new definition of luxury, please visit [www.genesis.com](http://www.genesis.com/).

Please visit our media site for the latest news at [www.genesisnewsusa.com](http://www.genesisnewsusa.com/).

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