

INTRODUCING GENESIS TO GERMANY



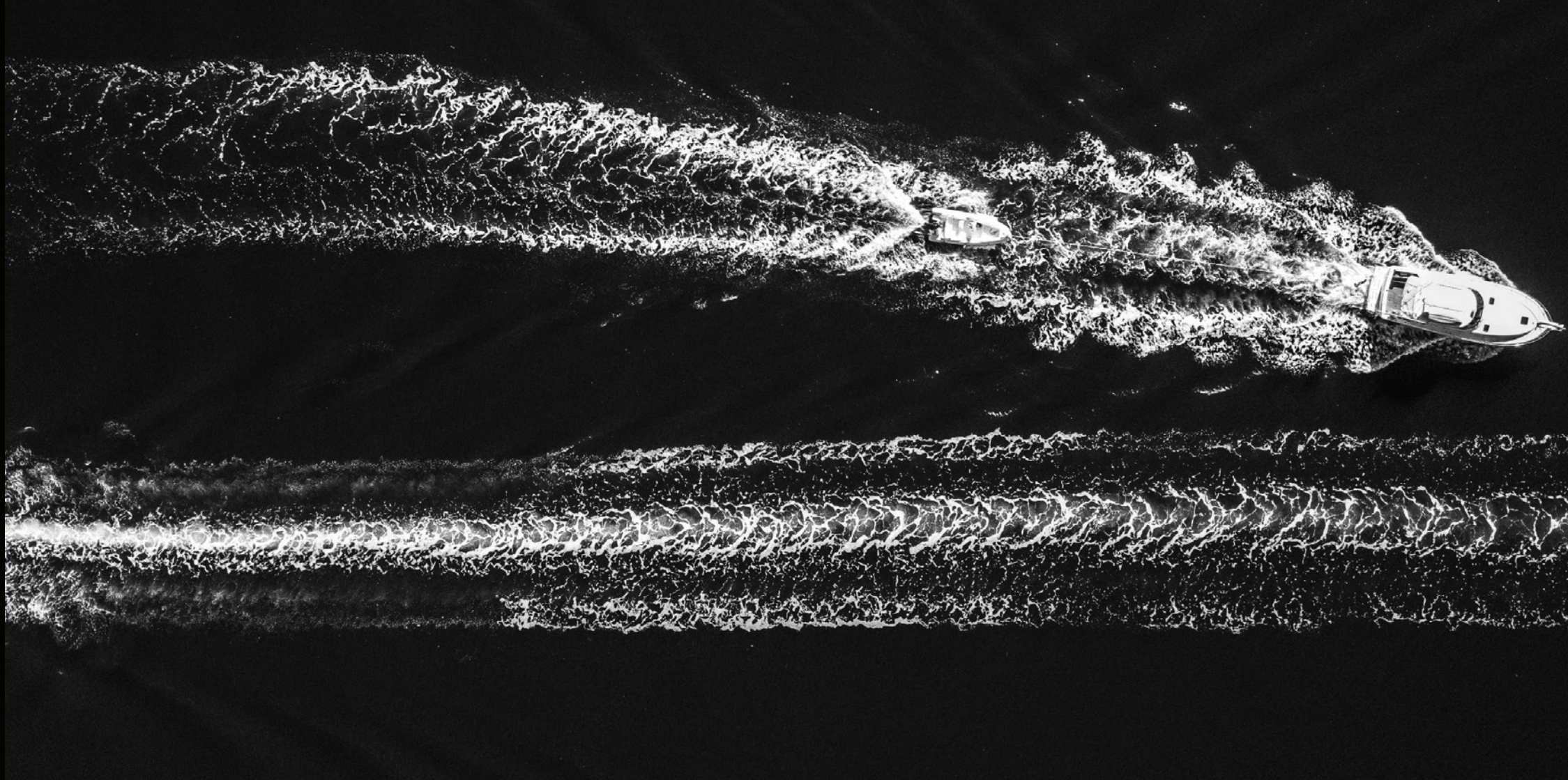
DISCOVER THE SIGNATURE OF THE TWO LINES DESIGN:
SIMPLE, CLASSIC, TIMELESS.

GENESIS. IT'S ABOUT TIME.

GENESIS IT'S ABOUT TIME

For us, there is nothing more precious than your time. That's why we have designed an ownership experience that makes owning a Genesis effortless. With an ethos of care rooted in the Korean principle of son-nim (손님), we consider every customer to be our guest. From your first contact with the world of Genesis to the moment we deliver your new car to your home, we want everything to be hassle-free. Why?

Because we believe that simplicity is the ultimate sophistication.





EMBARK ON A NEW CHAPTER IN THE GENESIS JOURNEY

As the name implies, Genesis stands for new beginnings. Born in 2008 as Korea's first globally acclaimed luxury saloon, it's now time for the next chapter in the Genesis story – a chapter that sets a new benchmark for what it means to own a luxury vehicle. A chapter that focuses on rethinking the ownership experience so that you can spend all your time enjoying the drive. From a Genesis Personal Assistant to accompany you along your personal Genesis journey to a comprehensive 5 year care plan and a variety of ownership models, we offer peace of mind as standard. And best of all? We come to you.

This is what we call The Genesis Difference.

SEE ATHLETIC ELEGANCE COME TO LIFE

A powerful philosophy underpins the design of all our models: Athletic Elegance, the fine balance between the aesthetic and the dynamic.

Influenced by Korean design, Genesis demonstrates a design language that is in harmony with function and centred around your needs. Distinctive exterior sculpted features such as the side profile's sweeping Parabolic Line and the iconic two-lines design set Genesis apart. The bold Crest Grille and unique Quad Lamps evoke the Genesis emblem and complete the iconic look.

The timeless interior design follows our white space philosophy. It creates a harmonious space that offers a luxurious balance of minimalism and innovation. In essence, it has everything you need for a safe, comfortable and enjoyable ride while still remaining calm and uncluttered.



THE GENESIS DIFFERENCE: MORE THAN A CAR. A SIMPLER WAY OF LIFE.

GENESIS PERSONAL ASSISTANCE

Genesis Personal Assistants are there for you – every step of your personal Genesis journey. Completely attuned to your needs, we will guide and support you to make the experience as pleasant and convenient as possible. And most importantly, we'll also save you time by coming to you – for a test drive, for your car delivery or for anything else around your Genesis.

GENESIS 5 YEAR CARE PLAN¹

Included in the price of your new car is the Genesis 5 Year Care Plan¹ - a comprehensive package for a seamless ownership experience.

5^{YR} warranty

5^{YR} scheduled servicing

5^{YR} roadside assistance

5^{YR} access to courtesy cars

5^{YR} navigation and software updates

TRANSPARENT PRICING & TAILORED FINANCE

We don't consider searching out the best offer for hours to be time well spent. That's why the price of a Genesis is always the same. Forget stressful negotiations. All you need to do is decide on a model and the desired specifications.

Not quite ready to commit? Then explore our range of finance options. With a variety of concepts including our Genesis Flexibility subscription plan, we make it easy to drive a Genesis without owning one.

WE COME TO YOU¹

A core principle of the Genesis Difference is “we come to you” - not the other way around.

With at-home test drive, new car delivery, and collection and delivery for scheduled servicing and warranty.

GENESIS MEMBERS. JOIN A LIKE-MINDED COMMUNITY

As part of the Genesis community, you can enjoy a range of exclusive social and automotive experiences. These include priority access to inspiring events and exhibitions.

¹ T&C apply, for further information visit [Genesis.com](https://www.genesis.com)

GENESIS G70

The Genesis G70 embodies the brand's unique philosophy boasting its iconic design language. A combination of distinctive eye-catching design and luxurious high performance dynamism.



Specifications and availability may vary depending on model and/or country.



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DESIGN

Both cutting-edge and accessible, the Genesis G70 sets itself apart with elegant exterior lines capturing the G70's high-performance dynamism as well as thoughtful, innovative technology integrated into its sophisticated interior. Sleek headlamps merge with wide front lines and distinctive character lines for an iconic front. Elegant side lines highlight the car's full proportions, hinting at its impressive power. Inside, quilted seats with reinforced bolsters for enhanced waist and shoulder support deliver optimal comfort.

INTELLIGENCE & CONVENIENCE

The Genesis G70 makes no compromises when it comes to your comfort and safety. It boasts a comprehensive system that analyses driving patterns and lane positioning. Pop-up messages and warning signals encourage the driver to rest when the system detects driver fatigue or inattentive driving.

PERFORMANCE

Highly responsive and offering the kind of on-road poise that justifies the sports saloon title: while the G70's athletic capability is a joy to experience, you should try the Sport+ mode to experience the extent of its dynamism. Complemented by cutting-edge technology and thoughtful convenience features that focus on your comfort, it is always a joy to drive.



GENESIS G70 SHOOTING BRAKE

Keeping in line with the sleek coupé design, the Genesis G70 Shooting Brake perfectly combines elegance with the practicality of an extended boot space.

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DESIGN

Taking its design cues from the new G70 Saloon, the G70 Shooting Brake’s signature Crest Grille, set lower than the Quad Lamps which spread outward, evokes a sprinter’s pre-race posture and highlights the model’s athletic design. When viewed from the side, the combination of the single-piece glass hatch that extends to the rear, and the “floating type” integral spoiler creates a unique profile that communicates the G70 Shooting Brake’s athletic intent. The interior echoes the design of the new G70 Saloon and evokes the feeling

of sitting in a cockpit, ready for take-off. And with 40 per cent more boot space than the new G70 Saloon as well as 4:2:4 folding rear seats, you’ll find loading luggage of various sizes absolutely no problem.

PERFORMANCE

With technology to enhance your drive, no matter what the conditions, the G70 Shooting Brake achieves a perfect balance between dynamism and stability, innovation and practicality. To go beyond sporty driving, the G70 Shooting Brake features Sport+ mode, for at-the-limit driving on track days. Load lugging should never be this exhilarating.

GENESIS GV70

The Genesis GV70 is the urban luxury SUV that feels equally at home in the city as it does in the country. It effortlessly combines dynamic driving, elegant design and luxury with lifestyle practicality.



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DESIGN

The Genesis GV70's design balances strength and athleticism with the principles of the Genesis white space philosophy. The result? A bold look, dynamic driving capabilities, a calm and uncluttered interior and state-of-the-art technology for connected cars.

INTELLIGENCE & CONVENIENCE

Imagination meets innovation: explore the Genesis GV70 advanced technology that senses your needs in any driving situation, and delivers comfort and convenience when it is needed most. Its state-of-the-art features redefine the concept of driving, creating a new in-vehicle environment that is optimised for each user. In short, the simple and intuitive operating environment is always one step ahead so you can focus on enjoying the drive.

PERFORMANCE

No matter what the road or driving conditions may be, the Genesis GV70 delivers a consistently stable and precise driving performance. Its powerful engine and adaptable suspension provide a dynamic yet balanced driving experience that feels comfortable and confident.



GENESIS G80

The Genesis G80 makes a statement from every angle, inside and out. Blending bold lines with accessible technology, the Genesis G80 is set to merge seamlessly into daily life and makes driving a serene pleasure.

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DESIGN

The Genesis G80 embodies design sophistication – from its striking silhouette to its luxurious interior. The Crest Grille and Quad Lamps evoke the Genesis emblem while the rear lights and exhaust tip shapes carry the design language around the vehicle. The dynamic parabolic waistline makes the G80 look fast, even when it is standing still. The exciting exterior is complemented by a calm and uncluttered interior that focuses on comfort and boasts premium materials.

INTELLIGENCE & CONVENIENCE

While on the road, endless variables can arise and demand your attention. The Genesis G80’s progressive safety technologies offer comprehensive and multi-dimensional assistance to control the vehicle, providing enhanced safety for those both inside and outside the vehicle.

The Genesis G80 delights with a variety of convenience features, from ambient light in a variety of colours to the validation of driving information, setting the desired functions and using smart devices.

PERFORMANCE

The balance between engine and platform delivers great power and reliable stability, enhancing your driving experience. Advanced features guarantee a comfortable ride.

GENESIS GV80

The Genesis GV80 exudes refined performance and first-class comfort. With our flagship model and first SUV you'll discover how practicality and luxury can be combined to create a refined simplicity that makes you look forward to every drive.



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DESIGN

The Genesis GV80 marries the athleticism of an SUV with the elegance of a saloon. Defined by its tapered roofline, dynamic parabolic waistline and chromed sill, it furthermore combines a muscular front and striking bumper design with a bold crest grille and quad lamps that set it apart. While the interior's premium materials and selected colours create a calm, serene space.

INTELLIGENCE & CONVENIENCE

The Genesis GV80 analyses current driving conditions automatically and offers enhanced safety and driving experience through an active driver assistance system. A new level of user comfort and pleasure are achieved through high-tech convenience features such as the infotainment environment created through cutting-edge AI, connected-car technologies and an innovative air-conditioning system.

PERFORMANCE

The elegant and athletic Genesis GV80 offers a balanced yet athletic driving experience thanks to a powerful, high-performance engine.

GENESIS ELECTRIFIED G80

Luxury, dynamism and sophistication – electrified.

Coming soon.



Specifications and availability may vary depending on model and/or country.



GENESIS GV60

Setting a new standard for luxury EV.

Coming soon.

Specifications and availability may vary depending on model and/or country.

Embarking on this new journey, we are constantly pushing the boundaries and setting benchmarks.
To learn more, experience Genesis at our Studios or visit our website.

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GENESIS.COM

Discover more about the Genesis vehicle recycling procedure here: www.genesis.com/de/en/vehicle-recycling.html

Further information on the official fuel consumption and the official specific CO2 emissions of new passenger cars can be found in the "Guide on the Fuel Economy, CO2-Emissions and Power Consumption of all New Passenger Cars", which is available free of charge at all sales outlets and from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at www.dat.de/co2/. January 2022

LET US TAKE CARE OF YOU.

