

Hyundai Motor Launches New Global Luxury Brand, 'Genesis'

- New 'Genesis' brand will compete with the world's leading luxury car brands
- Six-model line-up begins roll-out from December catering for 'new luxury' customers, delivering personalized and human-centered experiences
- Refined performance, athletic elegance in design and human-focused innovation will elevate the Genesis brand

November 4, 2015 - Hyundai Motor has announced an all-new global luxury brand - Genesis - that will deliver 'human-centered' luxury through a range of new models that feature the highest standards of performance, design and innovation.

Created for a new generation of discerning consumers, Genesis will be a stand-alone brand that operates alongside the company's popular Hyundai marque. Capitalizing on its success in the fast-growing global car market, Hyundai Motor will launch six new Genesis models by 2020 and will compete with the world's most renowned luxury car brands.

The Genesis brand seeks to create a new definition of luxury, one that will provide a new platform for future mobility centered on people. By anticipating human needs at every touch point, Genesis models will embody four key aspects: Human-focused innovation, refined and balanced performance, athletic elegance in design and hassle-free customer experience.

"We have created this new Genesis brand with a complete focus on our customers who want smart ownership experiences that save time and effort, with practical innovations that enhance satisfaction. The Genesis brand will fulfill these expectations, becoming a market leader through our human-centered brand strategy," said Euisun Chung, Hyundai Motor Company Vice Chairman.



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Genesis models will boast outstanding driving dynamics and design, with innovations tailored to closely-meet the needs of customers. The new model line-up will distance itself from the traditional technological overload of brand-focused competitors, concentrating instead on a personalized, hassle-free customer experience. Continuing the customer-oriented approach that flows through every Genesis model, sales and service staff will provide rapid and attentive service to customer's requests.

To elevate and differentiate the Genesis brand from Hyundai, a distinct design identity, emblem, naming structure and customer service offering is being established.

Genesis models will be badged with a new wing-type emblem, redesigned from the version used on the current Genesis model to create an even more luxurious look. This emblem firmly cements the Genesis models as a collective family of luxury models under the Genesis nameplate.

The Genesis brand will also adopt a new alphanumeric naming structure. Future models will be named by combining the letter 'G' for Genesis with a number, 90, 80 or 70 etc., representing the segment.

Woong-Chul Yang, Head of Hyundai Motor R&D Center and Vice Chairman of Hyundai Motor said, "The Genesis models will provide technological innovation, excellent driving performance and luxury to customers. Every Genesis model will be created with the needs of our customers in mind, so the resulting car will perfectly meet their needs without any unnecessary burden or excess."

Fitted with the latest proactive safety technologies, intuitive convenience features and IT connectivity, Genesis models are engineered to provide excellent ride comfort while retaining confident sportiness.

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To develop a distinctive and differentiated design for the new Genesis brand vehicles, Hyundai Motor has created a Prestige Design Division. From mid-2016 Luc Donckerwolke, who was previously responsible for the design of Audi, Bentley, Lamborghini, SEAT and Skoda models at the Volkswagen Group, will lead this new division alongside his role as Head of the Hyundai Motor Design Center. The work of the new Prestige Design Division will be overseen by Peter Schreyer, as part of his group-wide design responsibilities as President and Chief Design Officer (CDO) of Hyundai Motor Group.

Peter Schreyer commented, "In creating the design signature of Genesis brand cars, we set out to display confidence and originality, creating highly desirable products that present new charm through innovative styling and proportions."

The name 'Genesis', which also means new beginnings, hints at the new values and standards that the brand will bring to the global luxury car market. Initially on sale in the Korean, Chinese, North American and Middle Eastern luxury car markets, the Genesis brand will expand its reach to Europe and other parts of Asia as the model range grows to full strength.

Setting the brand's cars apart from competitors, innovation will begin with the consumer, with customer requirements directing development. This philosophy echoes the vision of Hyundai Motor to be a 'lifetime partner in automobiles and beyond', with the 'Modern Premium' brand direction of Hyundai reinterpreted for the new Genesis marque.

Since the launch of its first cars in 1967, Hyundai Motor has grown quickly to become one of the world's leading automakers. The strategic decision to create an all-new luxury car brand is recognition of the company's strengths and its global ambitions. By introducing new customers to Hyundai Motor and elevating its competitiveness, the new Genesis brand will enable more people to experience the premium value of Hyundai Motor.