

## GENESIS GV60 REVEALED: A NEW KIND OF LUXURY ELECTRIC CAR COMING TO EUROPE

- *Global reveal signals the start of Genesis' journey towards electrification*
- *The GV60 builds on Genesis' design philosophy to set a new standard in sustainable luxury design*
- *The GV60 comes with innovative technologies to enable new ways for drivers to interact with the vehicle*
- *The GV60 is the brand's first electric car on a dedicated electric platform that maximizes driving range and premium performance*
- *The battery can be charged from 10 percent to 80 percent in just 18 minutes*

*Frankfurt, Germany:* Genesis has unveiled its first dedicated electric car, the GV60, a model that embodies the brand's journey towards electrification.

Genesis held the GV60 Digital World Premiere online and unveiled a film on the Genesis Worldwide YouTube channel ([link](#)) that introduced the world to the GV60's design philosophy and key product values.

The film, 'Plug Into Your Senses', introduces the vehicle's various technologies through a narration that personifies the GV60 and highlights its interactions with the driver.

The GV60 follows the same model naming scheme as the existing Genesis line-up, highlighting the brand's continuous commitment to its values even after electrification. The vehicle also marks the beginning of a "luxury brand line-up

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that interacts with the driver', as presented during the brand vision announcement on 2 September.

"The GV60 is our first dedicated electric car with the most dynamic design, representing Genesis' electrification. It will set a new standard for luxury electric cars with a powerful driving performance and key features which are emotionally connected to customers," said Jay Chang, Global Head of Genesis brand.

"The GV60 will provide a differentiated experience that enables interaction with vehicles in Genesis' own caring and considerate way," said Luc Donckerwolke, Chief Brand Officer of Genesis brand.

## *Setting a new standard for luxury electric car design*

The GV60 is a high-performance electric car with a sleek and athletic coupé crossover utility vehicle (CUV) design that expands Genesis' 'Athletic Elegance' design identity into the sustainable luxury space.

Featuring the Two Line lamps, the front design perfectly complements the vehicle's refined and voluminous body. Iconic and instantly recognizable, the Two Line design is a symbol of Genesis vehicles.

The Genesis signature Crest Grille moves to a lower position to accommodate cooling requirements specific to the dedicated high performance electrified platform – a detail that highlights Genesis' transition to the sustainable era.

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*The GV60 features a clamshell hood, a single panel which combines the hood and fenders, creating a sleek impression. The vehicle also comes with a new wing emblem on the hood. Decorated with the Guilloché pattern<sup>1</sup> often seen in luxury watches, the thickness of the emblem has been reduced by nearly 80 percent compared to the previous one.*

*The GV60's body surfacing is seamless and minimal without undercuts or character lines. Yet, the muscular volumes bulging beneath the surface maximize the wide stance that characterizes the visual presence of GV60.*

*The coupé silhouette, streamlined from the hood to the spoiler, solidifies a more athletic profile with a short overhang and a long wheelbase of 2,900 mm.*

*In addition, the chrome Volt DLO (Day Light Opening), which begins from the top of the windshield towards the rear with a distinctive V-shape, is another design element that demonstrates the dynamism and anti-conformist style of the GV60.*

*In addition, the GV60 accentuates its cutting-edge look with digital side mirrors and electric door handles. The handles automatically pop up when the driver approaches the car with their smart key.*

*At the rear of the GV60, the coupé roof profile ends with a distinctive wing spoiler. The shoulder volume of the rear fender emphasizes the vehicle's side stance, further highlighting its dynamic, high-performance electric vehicle*

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<sup>1</sup> A decorative technique in which a very precise, intricate and repetitive pattern is mechanically engraved

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image. The finishing touch of the GV60's rear is the Genesis signature Two Line lamps.

## *Luxurious and functional interior space with exclusive colours*

The interior design of the GV60 takes on Genesis' design ethos of the 'Beauty of White Space', while seeking to create a spacious and comfortable interior. At the same time, its floating architecture and unique details combine together to create a unique look.

The Crystal Sphere is one of the most compelling design elements of the GV60. It is not only an aesthetic element of the interior design, but it is also built to create an emotional connection between the driver and the vehicle. When the vehicle is turned off, the Crystal Sphere becomes the vehicle's mood lights, adding to the aesthetic of the driving experience. When the vehicle is ready to drive, the sphere rotates and the shift-by-wire (SBW) appears, creating an indoor atmosphere of futuristic mobility.

The centre console, where the Crystal Sphere is located, appears as if it is floating, working with other unique features such as the slim cockpit and flat floor to provide passengers with maximum levels of openness. In addition, the next-generation infotainment system – the connected car Integrated Cockpit (cIC) – connects the cluster and navigation into a panoramic display, creating a high-tech look and outstanding usability.

To create a truly luxurious driving experience, various components in the

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*GV60's interior, including the Crystal Sphere, the horn cover, the door handles, and the side mirror controllers, are decorated with circular patterns.*

*To make the GV60 more sustainable, various parts are created with eco-friendly and recycled materials. The seats, door armrests, console armrests, and crash pads are made with plant-based leather. The seat covers and door centre trims feature fabrics made with yarns extracted from recycled PET bottles and fishnets.*

*The GV60 is available in a total of 11 colours, including four new colours: São Paulo Lime, Hanauma Mint, Atacama Copper, and Atacama Copper Matte. Other colours include Vik Black, Uyuni White, Matterhorn White, Saville Silver, Carbon Metal, Melbourne Gray, and Royal Blue.*

*The São Paulo Lime is Genesis' new signature colour for its high-performance electric vehicle as it emphasizes the active and dynamic character of the vehicle.*

*Hanauma Mint is a colour that highlights the eco-friendliness. The Copper is a signature color for Genesis and will be applied to the exterior of the brand's vehicles starting with the GV60. In particular, the matte copper has been enhanced with an improved paint that feels more like a raw copper material than conventional matte paints.*

*The interior is available in a total of five colours: Obsidian Black, Torrent Navy, Ash Gray/Glacier White, Monstera Green/Camel Beige and Monstera Green/Glassier White.*

*“The GV60 is significant for Genesis, being the first to fully represent the brand’s vision statement as promised to our customers.” said SangYup Lee, Head of Global Genesis Design. “This is the elegance of Genesis, when art and technology converge into perfection to present global high-tech luxury for our customers.”*

## *Innovative technologies that enable interactive experiences*

*The GV60 is equipped with innovative technologies to provide a unique electric vehicle experience. Innovations such as Face Connect, Fingerprint Authentication System, Over-the-Air (OTA) Software Update, and Digital Key 2 enable drivers to interact with their vehicle.*

*Face Connect is a feature that allows the vehicle to recognize the driver's face to lock or unlock its doors without a key. Drivers only need to touch the door handle and show their face to the camera on the B-pillar. The feature can register two faces.*

*The feature uses a Near Infra-Red (NIR) camera to provide accurate facial recognition under virtually any circumstances – including in the dark or when the weather is cloudy. It also leverages deep learning technology to improve accuracy.*

*With Face Connect, the Head-Up-Display (HUD), driver’s seat, steering wheel, side mirrors, and infotainment settings can be adjusted based on the driver’s*

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*customized settings. It can be automatically connected to individual driver profiles, providing a new level of convenience that makes it seem as if the vehicle recognizes the driver.*

*With the GV60, the OTA Software Update has been further expanded to include a variety of areas.*

*Previously, this function was used to wirelessly update infotainment system features, such as navigation, the digital instrument cluster, and the Head-Up-Display (HUD). With the GV60, the scope of the updates has been further expanded to other key areas of the vehicle, enabling additional software updates on major electronic devices including the electric vehicle integrated control device, suspension, brakes, steering wheel, airbags, and ADAS (Advanced Driver Assistance Systems).*

*This allows drivers to update their vehicle's software without visiting a service center, so their vehicle is always up to date with the latest features.*

*In addition, the GV60 will feature a Digital Key 2 for the first time in a Genesis vehicle. This is an upgraded version of the existing digital key, enabling drivers to open the door without using the smartphone. Drivers can enter and start their car by simply touching the door handle and the digital key can be shared with up to three people.*

*Differentiated performance and premium electric car driving capability*

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The GV60 is Genesis' first vehicle to be built on the dedicated electrified platform known as Electric-Global Modular Platform (E-GMP), marking the brand's move towards electrification. It is available in three models: a rear-wheel-drive model, an all-wheel-drive model, and a performance model with all-wheel-drive.

Each model features a 77.4kWh battery, and the RWD model features a maximum driving range of 451km<sup>2</sup> per charge.

The RWD model is equipped with a motor that features a maximum output of 168kW and a maximum torque of 350Nm. The AWD model is equipped with a 160kW motor for its rear wheels and a 74kW motor for its front wheels, providing a total output of 234kW, a maximum torque of 605Nm, and a maximum driving range of 400km per charge.

The performance model features two 160kW motors for the front and rear wheels, delivering a total output of 320kW, maximum torque of 605Nm, and a maximum driving range of 368km per charge. It is an ideal option for customers seeking a fun driving experience.

The GV60 comes with a Boost Mode to give it a more dynamic and luxurious element. The mode immediately increases the performance of the vehicle's maximum output, making the driving experience more dynamic.

The Boost Mode button on the steering wheel activates additional performance for 10 seconds. This enables the vehicle to go from 0 to 100 km/h in just 4.0 seconds<sup>3</sup>.

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<sup>2</sup>Estimates with Standard RWD model and 19" wheels

<sup>3</sup>Estimates provided by Genesis R&D Center with performance AWD model Boost Mode



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*For drivers who are looking for a more dynamic experience, the GV60 also features a Drift Mode. It provides athletic driving by optimizing distribution of the driving power and braking system.*

*On top of its dynamic performance, the GV60 also delivers refined and luxurious driving experiences.*

*The GV60 is the first model to feature electric-Active Sound Design (e-ASD). The system provides various virtual driving sounds through the speakers based on the driving mode, the vehicle's speed, and accelerator pedal data.*

*Customers can choose from three sounds: a 'Futuristic' sound that symbolizes the direction of future mobility; a soft and sporty 'G-Engine' sound that's based on engine noises; and an 'E-Motor' sound, which reimagines the vehicle's motor sounds. Drivers can explore detailed volume controls and pedal responses in the settings to customize their driving experience to suit their preferences.*

*It also features Road Active Noise Control (ANC-R) technology to minimize noise and uses various sound-absorbing materials to achieve silence while driving.*

*In addition, the electronic-Limited Slip Differential (e-LSD) enables an optimal amount of torque to be distributed to the wheels when turning around at high speeds, improving performance when cornering and starting off. This offers drivers more stable control on slippery roads and in snowy or rainy weather.*

*The GV60 also features Road Preview (Preview Electronic Control Suspension, ECS), which uses information gathered from the front camera and navigation system to recognize situations that could have an impact on the vehicle, such as*

speed bumps, in advance. It also controls the damping force of the suspension according to the surface of the road to offer passengers optimal comfort.

The GV60 also features a MacPherson multi-link suspension system for the front wheels, a five-multi-link suspension system for the rear wheels, and R-MDPS (Rack-mounted, motor-driven power steering) to enhance basic performance, including handling, comfort, and stability.

The AWD model's Disconnecter Actuator System (DAS) separates or connects the motor and the drive shaft according to driving conditions. This allows drivers to freely switch between RWD and AWD, minimizing power loss and ensuring efficient driving.

*New battery charging technology to make drivers' lives easier*

The GV60 is the first model to feature a battery conditioning function that manages the battery's temperature to ensure optimal conditions.

Battery conditioning is a function that not only preheats to secure better performance when the battery temperature is low, but also shortens the amount of charging time by adjusting the battery temperature. By pairing with the infotainment system, it allows drivers to optimize battery conditions while searching for a fast-charging station on the navigation.

The GV60 applies a 400/800V multi rapid charging system that boosts the 400V supplied by the charger to 800V. It is optimized for the vehicle's system due to the driving motor and inverter, enabling stable and rapid charging with various charging infrastructure.

When charging at 350kW with the ultra-speed charging function, the battery can be charged from 10 percent to 80 percent in just 18 minutes. Furthermore, charging time for the slow charging function has been shortened by increasing the charging capacity from 7.2kW to 11kW.

The GV60 can also be used as a mobile power source, as it provides a V2L (Vehicle to Load) function that enables its battery to charge other electronic devices. The V2L function supports a 3.6kW charge, which is higher than the power supply in the average home. This gives customers the freedom to use electricity regardless of location when camping or enjoying outdoor activities.

### *Next generation infotainment system*

The GV60 offers customers a smarter take on mobility with a cutting-edge infotainment system and various connected car services designed specifically for electric vehicles.

The GV60 is the first Genesis model to apply a next-generation infotainment system, cclC (connected car Integrated Cockpit), which links clusters and navigation into a panoramic display while seamlessly connecting content throughout clusters, navigation, and HUD.

The cluster connected to navigation provides key information for safe driving via a three-view display for maps, navigation (normal/AR mode), and ADAS (Advanced Driver Assistance Systems). It also enables drivers to easily grasp a variety of information related to driving, phone calls, media, voice recognition,

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and more through the cluster's split screens that integrate all the information from the trip computer and navigation system.

The enhanced connection between navigation and the Head-Up-Display (HUD) offers existing HUD data, as well as information on ADAS, phone calls, voice recognition, and media information for drivers' convenience. The 'welcome' and 'goodbye' greeting animations strengthen the sense of integration throughout the system by interconnecting the clusters and navigation monitor.

The GV60 is also the first Genesis to feature a Bang & Olufsen sound system. Genesis collaborated with the world-class Danish audio company, which was founded in 1925, to develop a component for Hi-Res Audio output and offer customers the best luxury sound experience. With a tap of their finger, using Bang & Olufsen's dedicated sound control interface, drivers and passengers can choose a sound mix for specific atmospheres encompassing four 'moods' (Relax, Energetic, Bright, and Warm).

The 17 speakers complete the premium audio system. The aluminum grille that features Genesis' G-Matrix pattern emphasizes the vehicle's sophisticated design and maximizes the sense of luxury.

The Relaxation Comfort seats help the driver and front passenger feel comfortable while charging or parking the vehicle. The Ergo Motion Seat with seven air pockets ensures extra comfort, especially for drivers.

Moreover, the Smart Regeneration System 2.0 helps optimize energy regeneration by automatically adjusting the regenerative brake according to traffic data and navigation map information.

*i-Pedal (intelligent-Pedal) mode allows the driver to accelerate, decelerate, and stop using just the accelerator pedal. This mode can be activated under the strongest regenerative brake stage, which can be selected by utilizing the paddle shift. It not only enables one-pedal driving but also maximizes regenerative braking, increasing the car's driving range.*

## *Cutting-edge driver assistance systems and a robust body for enhanced safety*

*The GV60 offers a safe and convenient driving experience with advanced autonomous driving technology that is based on an active safety approach, as well as various driver assistance systems, protecting passengers from possible dangers both inside and outside of the vehicle.*

*These safety and convenience features include; Forward Collision-Avoidance Assist (FCA), Lane Keeping Assist (LKA), Blind-Spot Collision-Avoidance Assist (BCA), Safe Exit Assist (SEA), Intelligent Speed Limit Assist (ISLA), Driver Attention Warning (DAW), rear side monitor, High Beam Assist (HBA), Smart Cruise Control (SCC), Navigation based Smart Cruise Control (NSCC), Lane Following Assist (LFA), Highway Driving Assist 2(HDA 2), Rear View Monitor (RVM), Surround View Monitor (SVM), Rear Cross-traffic Collision-Avoidance Assist (RCCA), Parking Distance Warnings for the front, side and rear (PDW), Rear Parking Collision-Avoidance Assist, and Remote Smart Parking Assist (RSPA).*

*The Multi-Collision Brake (MCB) automatically activates the brake if the driver temporarily loses control of the vehicle after a first collision. The Pre-Active Front Seat Belt protects passengers by fastening the seat belt in advance when encountering a dangerous situation.*

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In addition to these active safety features, the GV60 uses a multi-frame structure at the front that distributes energy from collisions. On the side, hot-stamping reinforcement materials have been applied to the center pillar and aluminium parts applied to the side to ensure passenger and battery stability.

A total of eight airbags, including the center side airbags in the front seats, have been provided as standard option to ensure the safety of passengers in the event of an accident.

– ENDS –

## GV60 Technical Specification

	GV60		
Length (mm)	4,515		
Width (mm)	1,890		
Height (mm)	1,580		
Wheelbase (mm)	2,900		
Maximum Power (kW)/ Maximum Torque (Nm)	Performance Model	Standard Model	
	AWD	RWD	AWD
	320 / 605 (Sports Mode) 360 / 700 (Boost mode)	168 / 350	234 / 605
Fuel Efficiency (km/kWh)	4.1 (21' wheel)	5.1 (19' wheel)	4.5 (19' wheel)

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Battery Capacity (kWh)	77.4
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*NB: Specifications and features are for the Korean-market vehicle only.  
European features and specifications will be announced closer to launch.*

*- Ends -*

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## About Genesis

*Following its launch in 2015, Genesis has established itself as a true alternative within the premium segment. With a commitment to hospitality and great service, Genesis strives to build sincere relationships with customers and above all, to respect the greatest luxury of all – their time. The brand was launched first in South Korea and following success in the U.S., Canada, Russia, the Middle East and Australia, Genesis has set its sights on Europe and China. Embodying its unique design language ‘Athletic Elegance’, the brand continues to strengthen its range of vehicles and services to appeal to a broader range of consumers. The first electric car, the Genesis G80, will launch this year, with more to follow. Genesis is one of the highest-ranked brands in the automotive industry by respected third-party experts including North American Car of the Year, Consumer Reports and J.D. Power. Genesis is the only brand with a full product range to achieve IIHS Top Safety Pick+.*

*For more information on Genesis and its definition of premium, please visit [www.genesis.com](http://www.genesis.com). Please visit our media site for the latest global news at <http://genesisnewseurope.com/> and Twitter at @genesis\_eu\_pr.*

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