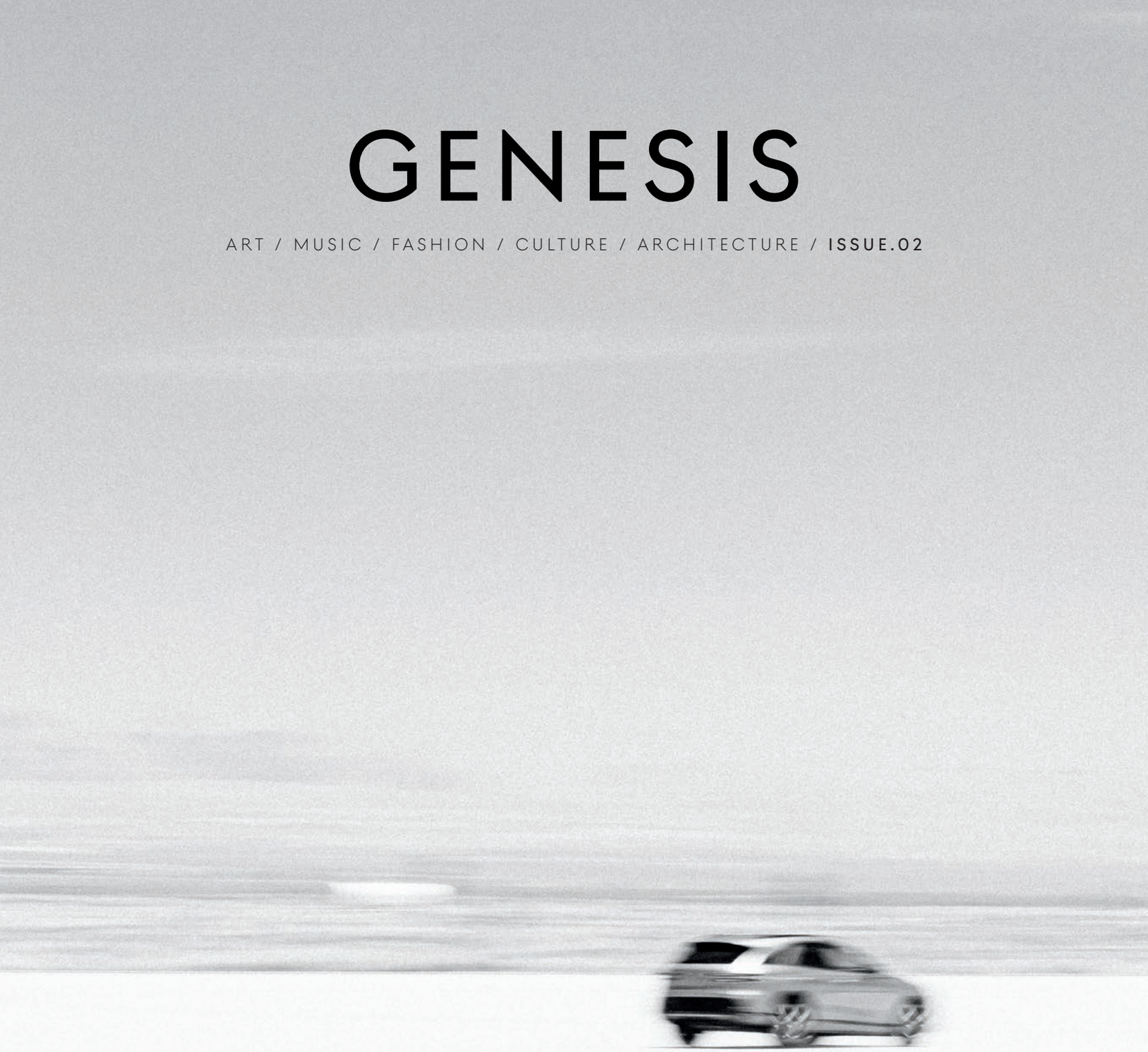
GENESIS

ART / MUSIC / FASHION / CULTURE / ARCHITECTURE / **ISSUE.02**



ENDLESS POSSIBILITIES

GENESIS

ART / MUSIC / FASHION / CULTURE / ARCHITECTURE

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For more information, contact a Genesis Concierge at 877-785-3399 or visit genesis.com.

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ENDLESS POSSIBILITIES

It's the great unknown. The undiscovered country. An arrow pointing inexorably forward, and where we will all spend the rest of our lives. It's the future, and we believe it will be defined by an entirely new kind of design. Not the next chapter, a new book. Where form and function are one and the same. A symbiosis. A melding of shape and sensation. Humble. Elegant. Subtle. And also utterly intuitive. A harmonious oneness that elicits a completely new category of emotion. Where new materials and new ideas redefine what's possible. Where clean electricity and raw adrenaline change the way we think about driving. Where we need new adjectives to describe precisely what it is that we're feeling. That is how we envision the future of design. That is what inspires us at Genesis, and in this issue, you will get a small taste of that vision.

In this season of Shutter Speed, we'll partner with photographers Meg McMahon, Caitlin Ting and Zorah Olivia to explore a decidedly female perspective when it comes to pushing the boundaries of what's possible through the lens of a camera.

We'll explore another dimension of sight and sound at Monterey Car Week, through the Genesis AR experience that lets the viewer enter the world of Genesis in a whole new way.

And we'll see how electric is both the future – and the now – of a rapidly evolving automotive landscape, and how we are poised to lead the charge forward with our new Genesis X Concept.

Endless possibilities. It's what this issue, and Genesis, are all about.

2022 GV70 / LOS ANGELES, CA

GIVE IN TO WANT

COLOR FILM STILLS BY JEN NKIRU



WITH LUXURIOUS INTERIOR TOUCHES



AND EXCLUSIVE, FIRST-OF-ITS-KIND TECHNOLOGY



IT'S MADE TO BE DESIRED.



WITH HORSEPOWER THAT DEFIES ITS CATEGORY



IT'S BUILT TO EXCITE.



GET IN. AND GIVE IN TO WANT.





Here to satisfy your cravings, needs and wants, the first-ever Genesis GV70 features an available 375-horsepower Twin-Turbocharged V6, All Wheel Drive, 21-inch Alloy Wheels and an Ergo Motion Driver Seat sheathed in Nappa leather.

**Optional features shown.*

2021 G80 / SANTA MONICA, CA

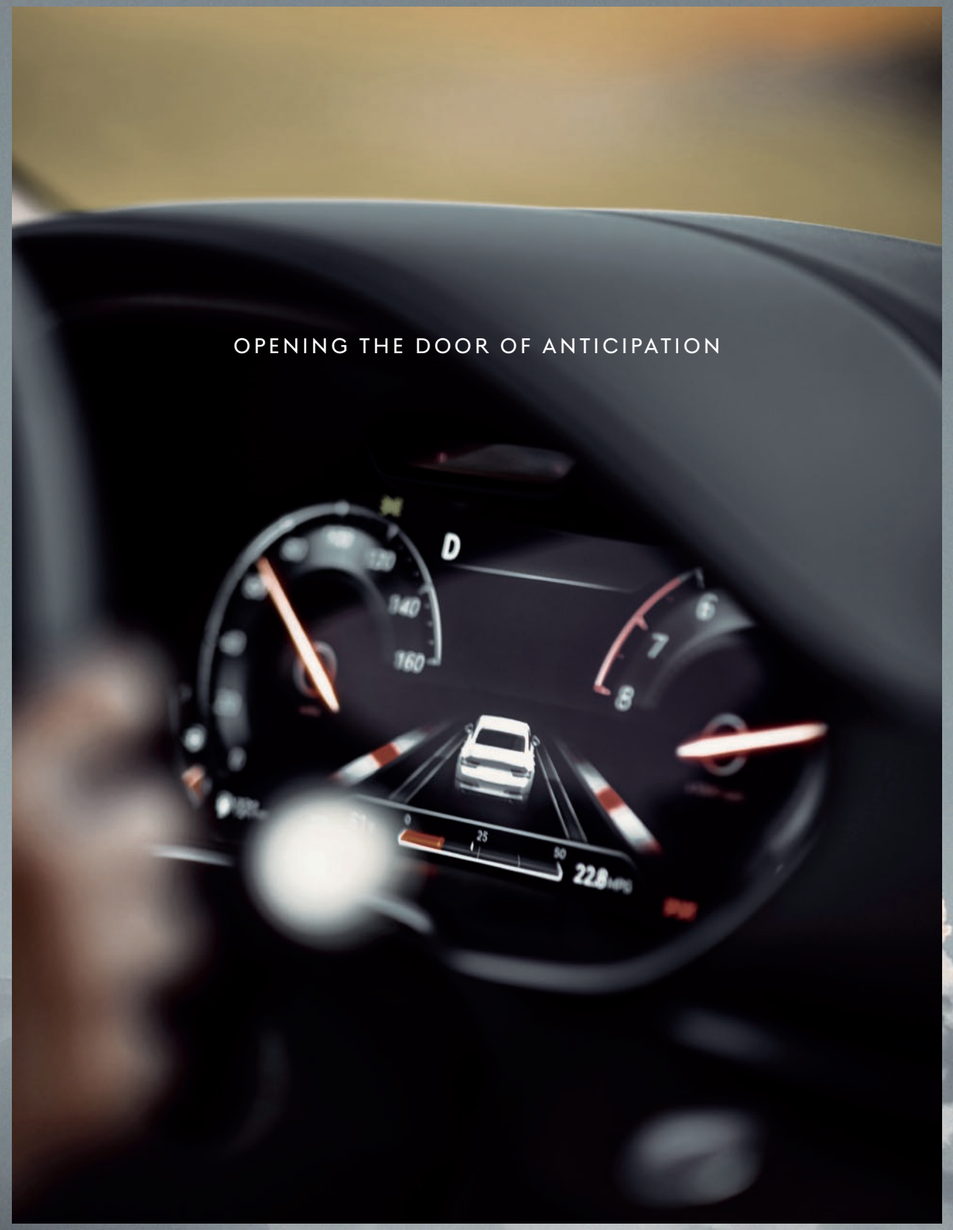
THE GOLDEN AGE

OF TRAVEL






TIME MOVES US FORWARD


OPENING THE DOOR OF ANTICIPATION





From thoughtfully engineered architecture and dynamic lines, to a supple interior and a sweeping fascia, the Genesis G80 3.5T features a 375-horsepower Twin Turbo V6, All Wheel Drive, an Electronically Controlled Suspension with Road Preview and a 12.3-inch 3D Digital Instrument Cluster.

**Optional features shown.*

GIVING WAY TO WHAT'S POSSIBLE.



SHUTTER SPEED

FEATURING PHOTOGRAPHY BY

MEG MCMAHON / CAITLIN TING / ZORAH OLIVIA

(In partnership with MotorTrend)

So much of how cars are presented is controlled. There are industry-required angles and strict rules to adhere to in order to depict a standardized sense of perfection. But cars don't live in showrooms and photo studios. They have to exist, and stand out, in this imperfect world with the rest of us.

The Shutter Speed series showcases forward-thinking, unexpected ways that vehicles can be depicted. Produced in partnership with Genesis, *MotorTrend* gave three photographers complete creative freedom in how they depicted the G70 sedan and the GV70 SUV. As an extra bonus, all three participants were part of the Women in Action program. Their visions are as unique as they are awesome.

To watch video episodes of Shutter Speed, visit MotorTrend's YouTube channel.



MEG MCMAHON

GV70 / LEBEC, CA / JUNE 14, 2021

Meg McMahon is a photographer who specializes in the world of cycling. She's especially interested in both the physical and emotional struggles that the sport requires. "I look for story, something in the expression—body language on the bike, the way they're moving on the bike," she said. "Whether it's a difficult moment or the environment is grueling, they have nothing else left, those images, that's what I like to capture."

McMahon ventured to Lebec, California, a community of the Tejon Pass region, to document professional cyclist Amity Rockwell. Together, they captured Rockwell gravel riding, a style that's in between road cycling and mountain biking, where speeds can easily reach 50 miles per hour. McMahon photographed Rockwell crushing some hills, sometimes through the open rear door of the GV70. The resulting shots, dusty and gritty, reveal that behind Rockwell's cheerful demeanor is pure intensity.





The first-ever Genesis GV70 features an available 375-horsepower Twin Turbo V6, All Wheel Drive, Hands-free Smart Liftgate and 3,500-pound towing capacity.

**Optional features shown.*







CAITLIN TING

G70 / SAN PEDRO, CA / JUNE 08, 2021

Caitlin Ting is known for photographing motorsports, but for the Shutter Speed series she put together something a little different. Down by the wharfs of San Pedro, she captured and helped choreograph a high speed car chase. Professional stunt drivers Ashley Cusato and Lea Croteau handled a pair of G70s, drifting and pulling 360-degree spins as they sped around and through an empty warehouse.

The results were nothing short of cinematic. “It’s one thing to shoot a car that’s just sitting there, still” said Caitlin. “But to shoot a car that is drifting or creating any sort of motion is unreal. There’s nothing compared to it.”





The muscular-shouldered coupe-like design language of the Genesis G70 sport sedan is anchored by an ultra rigid platform and features LED Quad Headlights, an available Brembo® Braking System and Lightweight Multi-Spoke 19-inch Wheels.

**Optional features shown.*





ZORAH OLIVIA

GV70 / LONG BEACH, CA / JUNE 10, 2021

Growing up in Baltimore, Zorah Olivia was obsessed with two things – skateboarding and photography. As she got older, they became the guiding forces in her work. “The two mediums collided in a really harmonious way,” she said. “I’m so honored that this is my career and I get to do both things that I love.”

Down by the ocean in Long Beach, California, Olivia photographed street skater Samarria Brevard as she attempted to ollie over the GV70. Brevard, who participated in the Summer Olympics as part of Team USA and earned a silver medal at the 2021 X Games, took on the challenge without hesitation. Before the GV70 was pulled in between the two custom-built ramps, Brevard took some test runs to calibrate her speed and placement in order to help Olivia pull off that one perfect shot.

When the time came, Brevard nailed the trick and Olivia got the pic. Brevard was stoked. “That one land, your day will be made,” she said.

“That’s why I do what I do,” Olivia explained. “The skater’s reaction to the image that I get, that means everything to me.”







The first-ever Genesis GV70 features a choice between a 300-horsepower Turbo 4-Cylinder or a 375-horsepower Twin Turbo V6, Navigation-based Smart Cruise Control, 3-Zone Climate and a 16-speaker Lexicon® Premium Audio System.

**Optional features shown.*



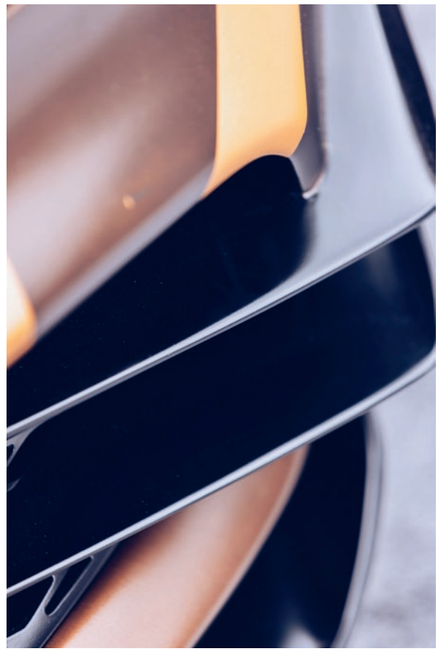


G70 GRAN TURISMO / MONTEREY, CA / AUGUST 5, 2021

GRAN TURISMO

Genesis arrived at Monterey Car Week and the Pebble Beach Concours d'Elegance® this past summer to showcase the possibilities that the future may bring. Along with augmented and virtual reality experiences, one of the standout attractions was the G70 GR4. It was specially developed in partnership with the creators of the Gran Turismo video games and was built by Genesis Design North America. This track-ready racing vehicle created a singular, striking profile and featured speed-thirsty specs. Where will you see it next?



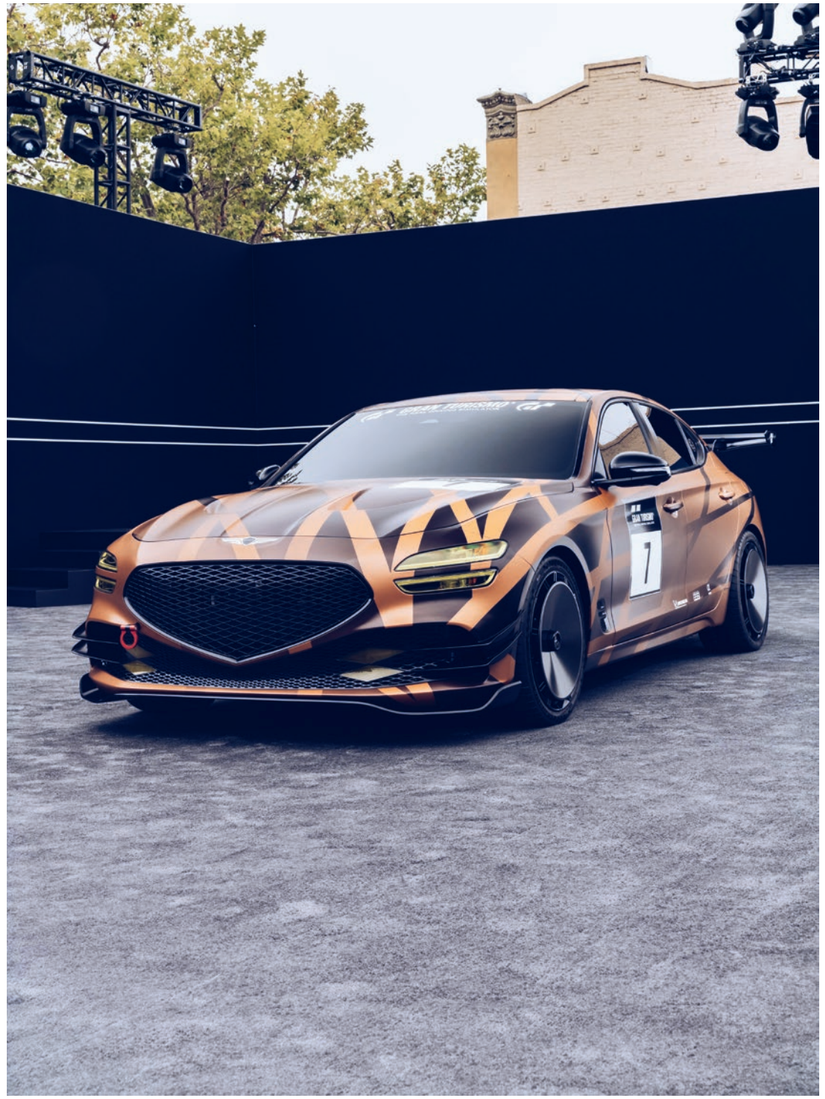




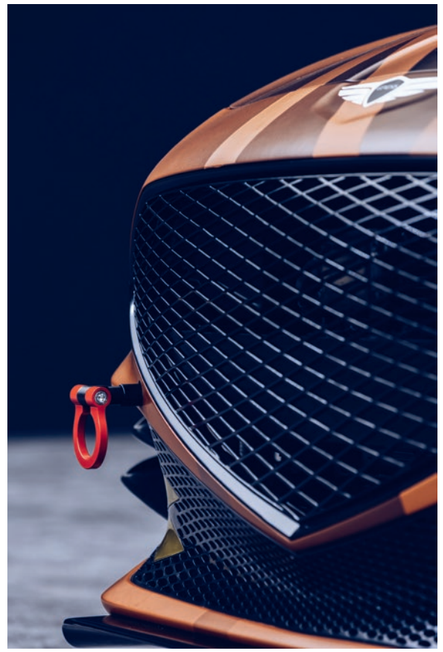





G70-GR4




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**Concept vehicle shown.*

2022 GV70 / CALIFORNIA CITY, CA / JUNE 11, 2021

ELEMENTAL EXPANSE

PHOTOGRAPHY BY POVI PULLINEN




GV70





With an available 375-horsepower Twin Turbo V6 engine, Electronically Controlled Suspension with Road Preview, Launch Control and 21-inch Alloy Wheels, the first-ever Genesis GV70 excites the senses. And your spirit.

**Optional features shown.*

ISSUE.02 / ENDLESS POSSIBILITIES

ARTIST SERIES

FEATURING ARTWORK BY

BLOO WOODS / ZACHARY DARREN CORZINE / GIORGIA ASCOLANI

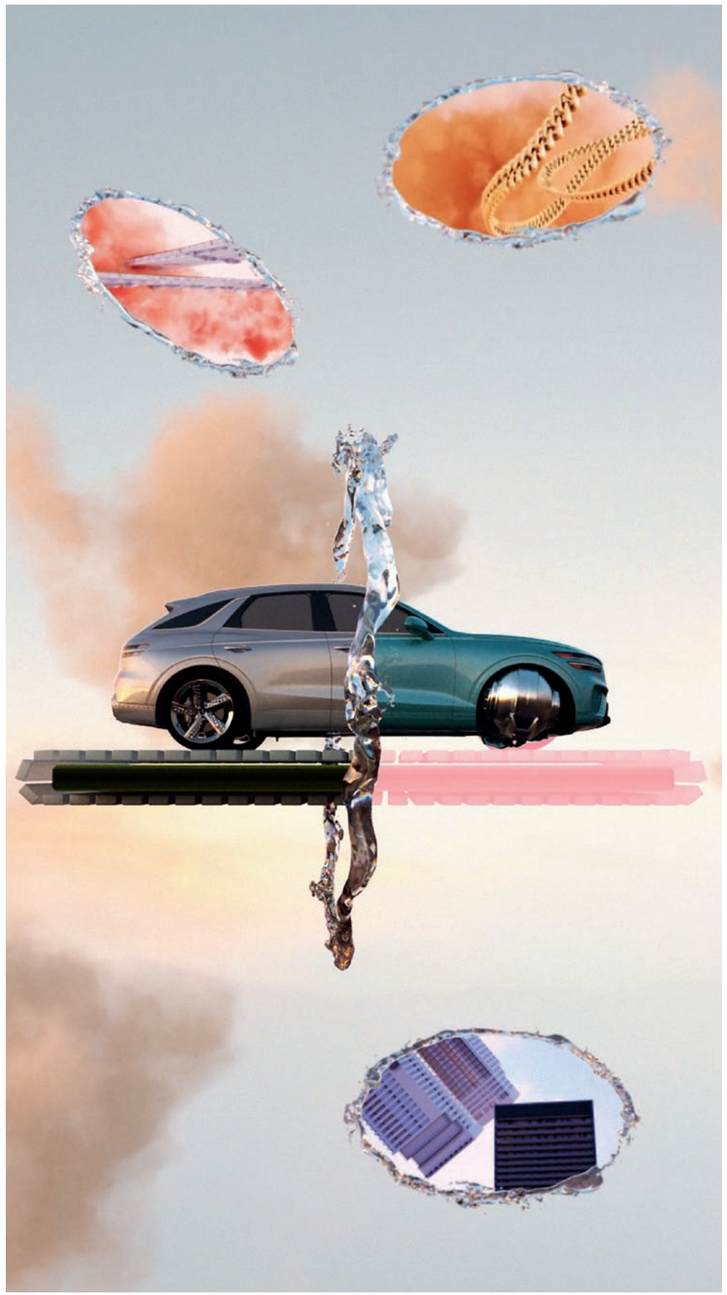
BLUNT ACTION / ROMAN BRATSCHI / MOMARKMOPROBLEM

To explore how the boundaries of time can be broken, Genesis created the latest edition of the Artist Series, a collection of visual pieces from individuals guided by their own unrestrained creative visions. Bloo Woods, Zachary Darren Corzine, Giorgia Ascolani, Blunt Action, Roman Bratschi, MoMarkMoProblem and others created images featuring the GV70 that feel at once both hyper-realistic and supremely bizarre. They demonstrate just how permeable the barrier between the modern world and an imagined reality can be.

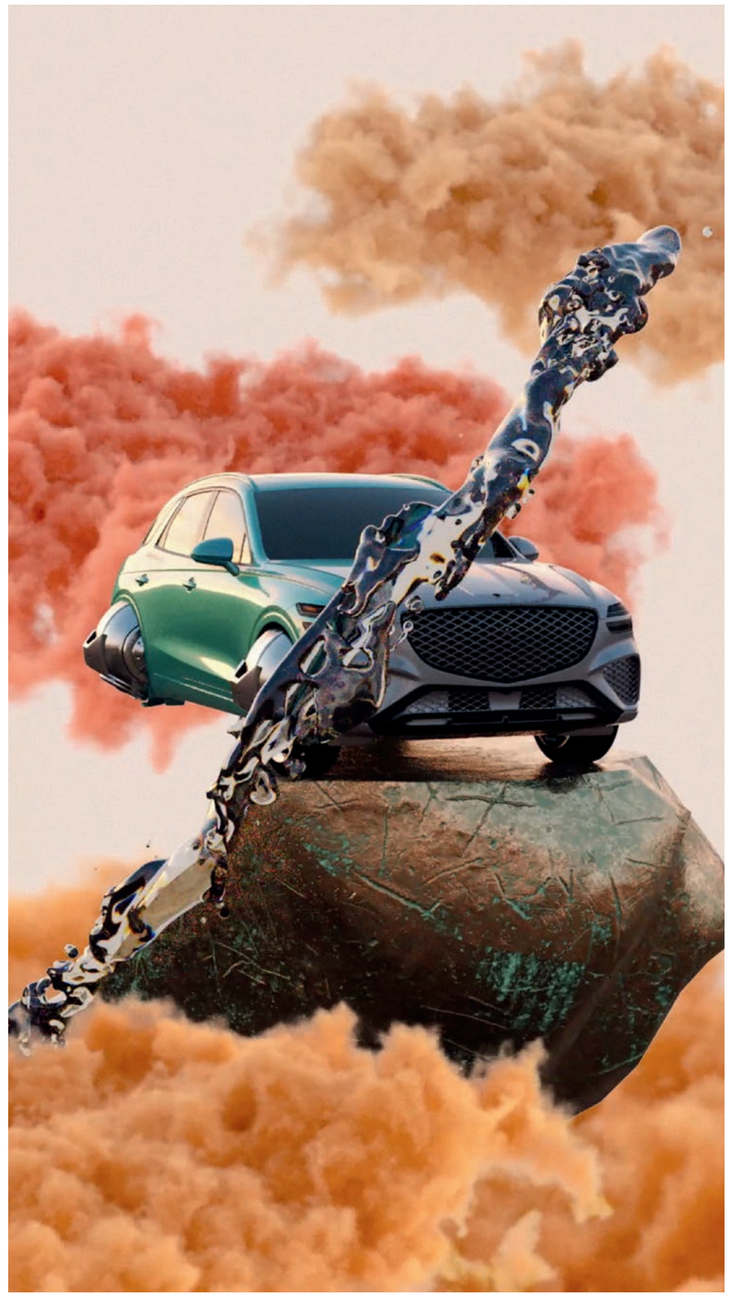
To see more from our Artist Series, visit instagram.com/genesis_usa



GV70 Artist Series 2021: Coasting in Paradise 3D animation by Bloo Woods, @bloowoods



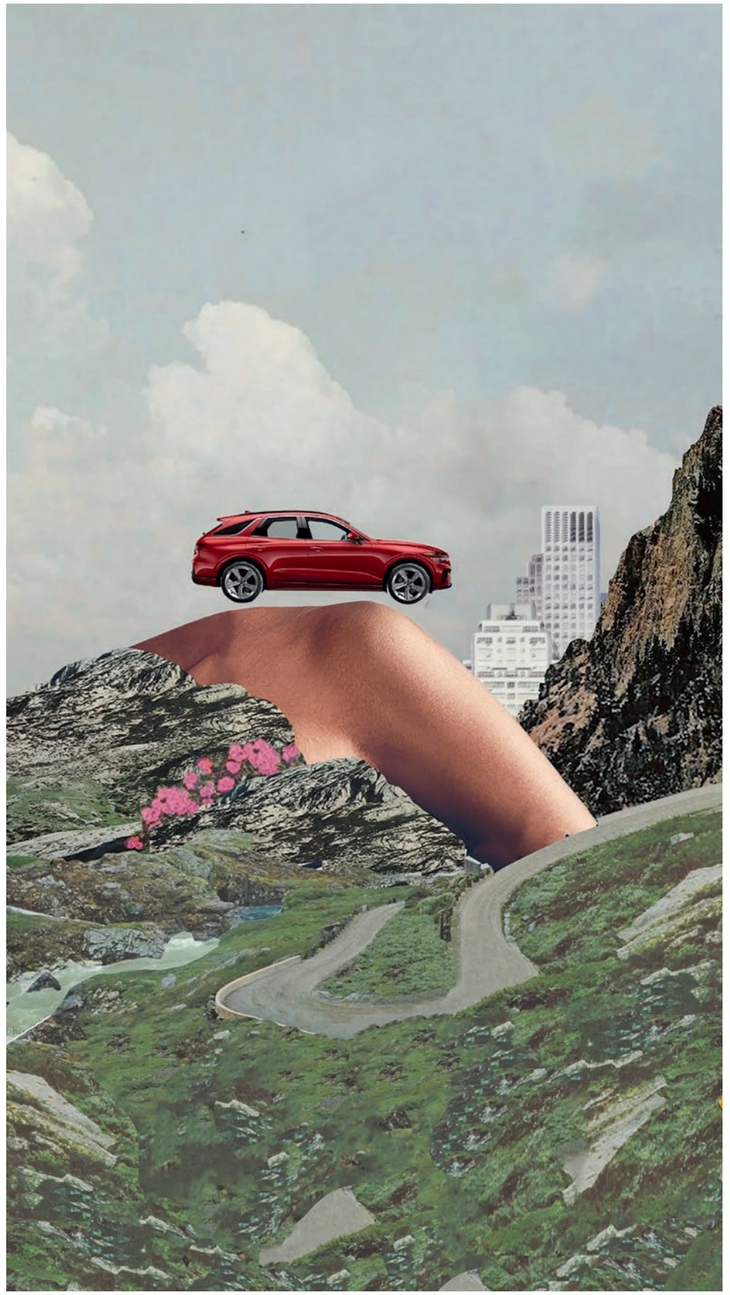
GV70 Artist Series 2021: Show and Tell 3D animation by Bloo Woods, @bloowoods



GV70 Artist Series 2021: Between 2 Worlds 3D animation by Bloo Woods, @bloowoods



GV70 Artist Series 2021: Perpetual Flow 3D animation by Zachary Darren Corzine, @zachdarren



GV70 Artist Series 2021: She's Got a Ticket to Drive mixed media art by Giorgia Ascolani, @giorgiaascolani



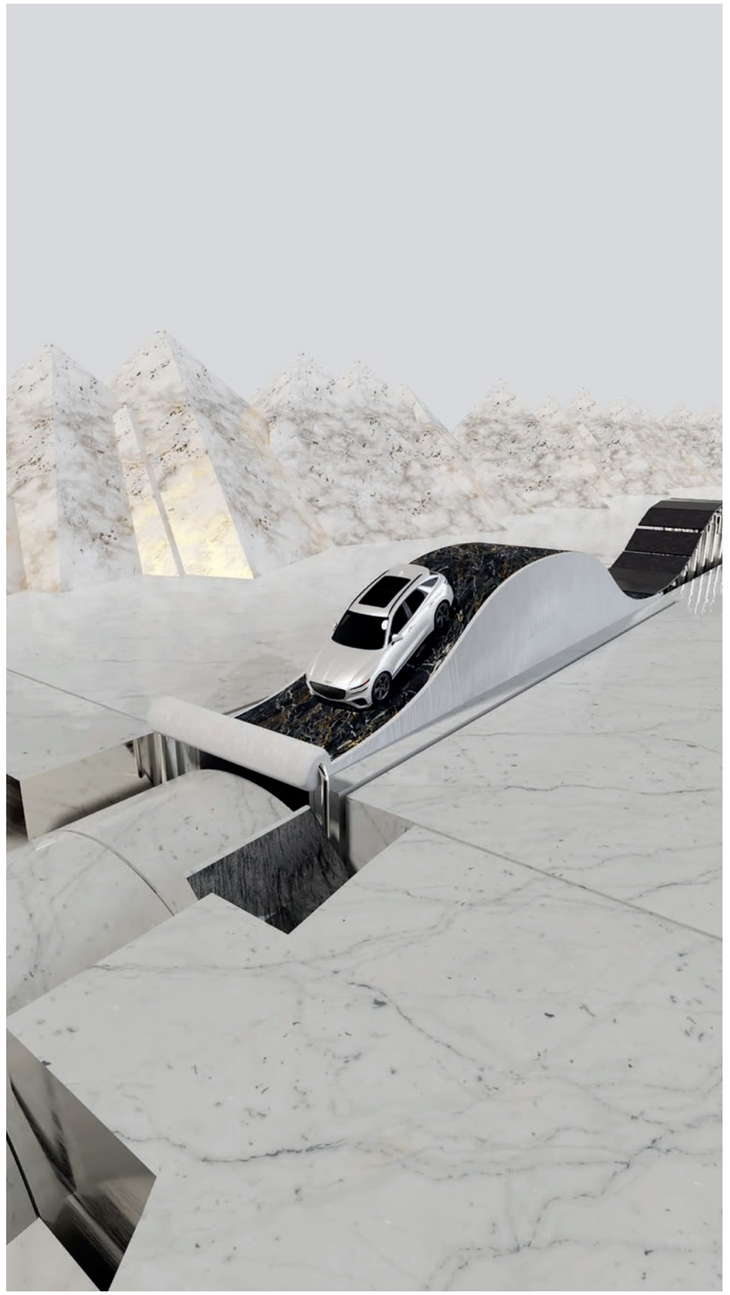
GV70 Artist Series 2021: Oasis Falls 3D animation by Blunt Action, @blunt_action



GV70 Artist Series 2021: Hidden Beach 3D animation by Blunt Action, @blunt_action



GV70 Artist Series 2021: Trip to the Untold 3D animation by Roman Bratschi, @romanbratschi



GV70 Artist Series 2021: Hills & Valleys 3D animation by MoMarkMoProblem, @momarkmoproblem

FULLY CHARGED

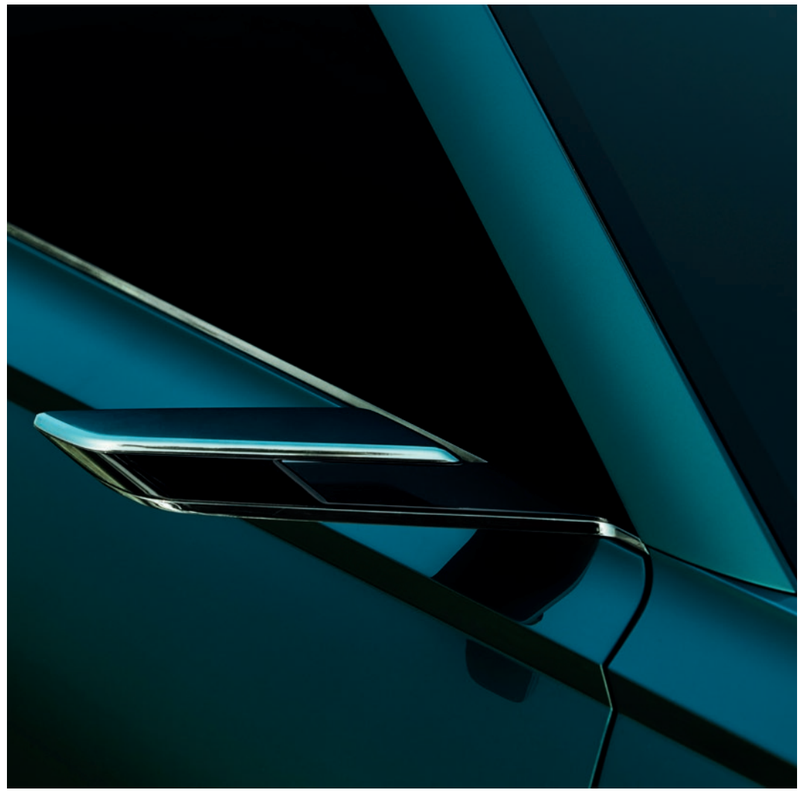




Starting in 2025, all new Genesis vehicles to be launched will be pure electric vehicles.







By 2030, Genesis will establish itself as a 100% zero-emission vehicle brand. In addition, we intend to innovate the entire value chain, pursuing carbon net zero by 2035.


GENESIS
GENESIS X

Scan the QR code above to continue exploring the first-ever Genesis GV70.



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