Genesis to open Salon Privé London with European unveiling of their GV60 electric vehicle

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Inaugural Salon Privé London to be opened with European unveiling of the all-electric Genesis GV60 coupé crossover utility vehicle…

We are told:

- European unveiling of Genesis GV60 at inaugural Salon Privé London
- Debut of the new Korean brand's first all-electric car
- GV60 is the first model in the luxury brand's electrification journey
- Highlight of the three day luxury car event, Royal Hospital Chelsea 21-23 April
- Tickets for Salon Privé London on sale now: salonprivelondon.com

Genesis will be unveiling its first dedicated electric platform-based vehicle at Royal Hospital Chelsea, when the GV60 makes its European debut at Salon Privé London, 21-23 April, as the headline start of the three-day luxury car event.

Building on Genesis' philosophy of setting a new standard in customer service, paired with luxury design, the GV60 delivers the technology of a high-performance electric car in the form of a sleek and athletic coupé crossover utility vehicle.

A new model in the burgeoning brand's line up, the GV60 draws on Genesis' 'Athletic Elegance' design language to truly stand apart from rivals. The car's European debut will form a fitting inception point for the inaugural Salon Privé London, which promises to be the capital's must-attend automotive event of the year.

"It's a privilege to open the first day of Salon Privé London with the European debut of the Genesis GV60," said Director David Bagley. "This is a key model for a brand really making its presence felt, and allowing customers the chance to experience its unique philosophy on a personal level is a perfect fit with the Salon Privé approach."

Following its launch in 2015, Genesis has established itself as an alternative within the premium segment in short order. Its first electric car, the Genesis Electrified G80, was announced last year and, using a dedicated full-electric platform, the GV60 underlines the brand's commitment to sustainability as well as luxury. Genesis will launch three electric

cars in total in Europe this year.

The Genesis GV60 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 77.4 kWh battery, which can be charged from 10 percent to 80 percent in just 18 minutes. The RWD model features a maximum driving range of 451 km (280 miles) per charge.

“Salon Privé is the perfect event for our all-electric GV60 to be making its European debut,” said Dominique Boesch, Managing Director, Genesis Motor Europe. “The GV60 marks the first step in our electrification journey as we progress the launch of the Genesis brand – so it is fitting that both Genesis and Salon Privé are both celebrating firsts as we look forward to the inaugural Salon Privé London. To be a part of this collection of amazing, inspirational and famous marques is exciting for Genesis.”

As befitting Salon Privé’s status as one of the world’s most prestigious automotive events, eight cars will be making their global, European or UK debut at Royal Hospital Chelsea. The very latest models from the likes of Alpine, Aston Martin, Ferrari, Genesis, Jaguar Land Rover SVO, Lamborghini, Pininfarina, Porsche and Rolls-Royce will be on display alongside Morgan Motor Company, as well as the latest machinery from Harley-Davidson and Indian Motorcycles. These will be joined by British specialists Charge Cars, Envisage, Everrati, Jensen Automotive and Overfinch, to provide a line-up that covers everything from reimagined classics to next-generation hypercars and EVs.

Salon Privé London promises to be London’s most exclusive automotive party, with plenty to see and do in addition to the motoring attractions. The shopping village will host a variety of luxury brands including renowned British jeweller Boodles, Jess Collet Milliner and British perfume house, Penhaligon’s, founded in the late 1860s. Everything from Patek Philippe watches to Riva sports boats and Harley-Davidsons to Bell helicopters will be on display, alongside first-class hospitality for which Salon Privé has long been renowned. Louis Pommery will flow and London Essence cocktail bars will offer exciting cocktails from NoMad, Louie and the Donovan Bar mixologists.

To complement this, Salon Privé has partnered with renowned and innovative hospitality group JKS Restaurants to provide guests with a unique dining offering. This will include dishes from the Michelin-starred Gymkhana, Indian BBQ classics by Brigadiers, and cult Taiwanese specialists BAO. In addition, there will be plates from Fitzrovia's The George and Chelsea's The Cadogan Arms, providing pub fare that celebrates the best of British produce, making Salon Privé London a real foodie's delight.

There's also the option to enjoy a sumptuous three-course seated luncheon in The Sloane – the event's exclusive VIP Hospitality Pavilion – while DJs will keep guests entertained into the evening. On the Thursday and Friday, Salon Privé London will be open until 9 pm, allowing everyone to soak up the party atmosphere as dusk falls.

Salon Privé London is donating 20% of all Entry Ticket revenue to the Disasters Emergency Committee (DEC) via Work for Good. #StandWithUkraine

About Royal Hospital Chelsea

The Royal Hospital Chelsea was established over 300 years ago during the reign of King Charles II, whose vision for a home for veteran soldiers was brought to life by Sir Christopher Wren. King Charles II's understanding that the country owes a debt of gratitude to its old soldiers informs the spirit of the Royal Hospital today.

The residents of the Royal Hospital, known the world over as Chelsea Pensioners, are all retired soldiers of the British Army. To this day, the Royal Hospital provides care and comradeship to veterans in recognition of their loyal service to the nation.

Located in the borough of Kensington and Chelsea in the heart of West London, the Hospital is highly accessible by road, rail and tube from throughout the capital and beyond.

Already established as a prestigious city venue through long-term associations with the likes of RHS Chelsea Flower Show and Masterpiece Art Fair, the Royal Hospital Chelsea was a natural choice for Salon Privé London and a suitable counterpart to the September venue,

Blenheim Palace.

About Genesis

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 – their time. Embodying its unique design language ‘Athletic Elegance’, the brand continues to strengthen its range of vehicles and services across Europe launching five premium luxury vehicles into the region in 2021. Genesis will introduce three electric vehicles in 2022 and, from 2025, all new Genesis vehicles will be electric as part of the brand’s vision for a sustainable future. Genesis will also establish itself as a 100 percent zero emission vehicle brand by 2030 and pursue a goal to become carbon neutral by 2035.

For more information about Genesis and its definition of premium, please visit www.genesis.com.

