

# Genesis joins the VDIK



The Association of International Motor Vehicle Manufacturers (VDIK) welcomes another new member. Genesis was admitted to the VDIK by decision of the Board of Directors. This means that the association now represents 45 brands of international passenger car and commercial vehicle manufacturers in Germany.

Genesis is a Korean premium luxury brand that has been in existence since 2015. The company is already represented on the market in Germany with eight models. Among them are fully electric as well as gasoline and diesel-powered vehicles. VDIK President Reinhard Zirpel emphasized: “We are pleased to once again be able to welcome a passenger car brand from Korea with Genesis. Genesis shows that international brands in the premium segment are also gaining a foothold in Germany. The range of products offered by international manufacturers in Germany will thus become even broader and more diverse. The VDIK members offer their German customers vehicles in all segments and with a wide variety of powertrains.”

Genesis operates through direct online sales while maintaining showrooms in exclusive downtown locations in European cities such as Munich, Zurich and London. Lawrence Hamilton, Managing Director for Genesis Motor Europe, said, “We are delighted to have been able to offer Genesis vehicles in Europe for over a year now. Germany is a particularly important market within Europe. The

cooperation with the VDIK and the opportunity to benefit from the expertise of the association is therefore a significant further step.”