

NEWS BRIEFS

Genesis, Ferrari, Cunard and LVMH

March 17, 2020



The Ferrari Porto fino convertible sports car. Image credit: Ferrari

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

[Hyundai's Genesis luxury car marque rolls out job loss protection program for customers](#)

Hyundai Motor's Genesis luxury car brand has launched a new program targeted to U.S. customers who stand to lose their jobs this year over the fallout of the coronavirus outbreak.

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[Italy's Ferrari suspends production of cars at plants over COVID-19 precaution, supply chain issues](#)

Italian sports car maker Ferrari has suspended production of vehicles at its Maranello and Modena plants in Italy until March 27.

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[Cunard, free of COVID-19 so far, takes a month's break from North American departures](#)

Cross-Atlantic cruise line company Cunard has ceased new North American departures for a month through April 11 as it addresses concerns over the global coronavirus outbreak.

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[LVMH diverts beauty resources to make hand sanitizers for French](#)

The effort is aimed at stemming the shortage of anti-viral products in France as the country tackles the coronavirus outbreak.

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[Heritage brands are safe havens for wealthy shoppers in a bear market](#)

As these consumers are seeing their wealth disappear overnight from the end of the bull market, luxury brands from every sector are concerned about what it will mean for them.

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