

AUTOMOTIVE

## Genesis makes record-breaking debut in China

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Genesis announced its arrival in China with a drone display. Image credit: Genesis

By LUXURY DAILY NEWS SERVICE

Korean automaker Genesis celebrated its arrival in China with a world record-setting drone show above Shanghai.

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On March 29, Genesis mobilized more than 3,200 illuminated drones for a nighttime performance over the city. The automaker's first event in China shared its brand story to help audience become more familiar with Genesis.

"At the heart of the Genesis promise is the daring spirit to do things differently," said Markus Henne, chief executive officer of **Genesis Motor China**, in a statement. "Our first-ever moment in China was a special opportunity to engage with our audience and show what Genesis is about."

### Shanghai skies

In an effort to emphasize its commitment to innovation, the automaker turned to drones for its "Genesis of Genesis" performance. The event marked the beginning of Genesis in China, which has become a crucial market for automakers.

The drones came together in the night sky in a manner similar to a school of fish, forming brand images such as the Genesis silhouette and grille. At the climax, 3,281 drones formed the Genesis emblem breaking the Guinness World Record for "The Most Unmanned Aerial Vehicles (UAVs) airborne simultaneously."

### Genesis lights up the skies of Shanghai

"With this record-breaking drone performance, we brought our brand story and philosophy to life for many Chinese consumers," Mr. Henne said. "Soon, we will bring even more inspiring Genesis experiences and products to the consumers in China."

Other luxury automakers have also taken to imaginative skyline displays for special announcements or reveals.

Last fall, German automaker Porsche kickstarted the roll-out of its all-electric Taycan in the Middle East with a glitzy light show on the Burj Khalifa in Dubai.

The spindly tower which peers over the streets of Dubai is the tallest building in the world at 828 meters, or 2,718 feet,

high. Its facade listed facade listed Porsche's key milestones from its start in the early twentieth century ([see story](#)).

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