

AUTOMOTIVE

Genesis odes to Korea with concept cars

March 26, 2024



Korean culture centers the Neolun model's design. Image credit: Genesis

By LUXURY DAILY NEWS SERVICE

South Korean automaker Genesis is showcasing a variety of theoretical vehicles.

Unveiled at Genesis House New York its cultural center and showroom this week, two concept cars display the future of the company. The Neolun Concept is the brand's first full-size electric SUV, with the GV6o Magma Concept being the latest entry in the Magma performance program.

"The Neolun Concept was inspired by Korea's iconic moon-shaped porcelain jars," said Luc Donckerwolke, chief creative officer at [Genesis](#), in a statement.

"It's the epitome of timeless design and sophisticated craftsmanship."

Future forward

The Neolun model is characterized by clean lines and a complete elimination of external flourishes, an idea Genesis refers to as "reductive design."

Its heating system is said to be inspired by *ondo*, a traditional Korean underfloor warming method, in the car's case utilizing heating strips inside the dashboard, door trims, floor, seatbacks and console sides. This feature highlights a connection to Korean culture that the automaker wishes to foster within its vehicles.



Hidden electric steps deploy from underneath the car when its coach doors open, allowing for an effortless entrance. Image credit: Genesis

Meanwhile, the GV60 Magma Concept is the latest in the eponymous program dedicated to increasing performance within the existing lineup of Genesis motors. Coming in the titular orange shade, it is more aerodynamic than its in-production counterpart, focusing on internal efficiency and giving the experimental GV60 a more sporty feel.

The new Magma Concept packs ample power, speed and performance, while the Magma program itself will continue to also prioritize the driving experience and comfort of its cars' passengers.

"Genesis Magma presents an exciting opportunity to push the boundaries of performance and luxury for new interpretations in high-performance vehicles, with the ultimate goal of developing models exclusive to Genesis," Mr. Donckerwolke said.

"The brand will continue to reveal experimental concepts with careful consideration of both technological and aesthetic elements."

Concept cars and artistic one-offs are a staple of the luxury automotive space, with German automaker BMW recently getting in on the experimental action ([see story](#)).

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