

## AUTOMOTIVE

# Genesis plugs redesigned SUV in second-year gala sponsorship

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*Supporting AAPI talents, the manufacturer planted a redesigned 2025 GV80 on-site the model arrives at retailers beginning this month. Image credit: Genesis*

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By LUXURY DAILY NEWS SERVICE

South Korean automaker Genesis is supporting diverse cultural leaders.

The manufacturer recently wrapped its sponsorship of the Gold Gala, hosted by multinational nonprofit Gold House. Held on May 11 in Los Angeles, the gathering saw the brand continue a pattern of cultural advancement, joining AAPI talents and allies at the annual celebration while plugging a redesigned luxury model due to retailers this month.

"Partnering with Gold House unites our brand's shared passion of recognizing influential changemakers in diverse communities," said Wendy Orthman, executive director of marketing at **Genesis Motor America**, in a statement.

"The vision of AAPI community members aligns perfectly with Genesis' focus to create bold, memorable experiences for customers."

## Driving change

Engaging for the second year in a row, Genesis served as a "Gold Leader" sponsor, representing the top designation among event partners.

Set during Asian American and Pacific Islander Heritage Month, Genesis hosted an on-site activation called the "GoldBOT Experience," capturing slow-motion video footage of celebrities and other attendees as they posed alongside a redesigned 2025 GV80, set to arrive at Genesis retailers this season.



*Gold House involves various members of Hollywood, including Academy Award winners. Image credit: Gold House*

In February 2024, Genesis began working with Gold House, sponsoring One House Toast, which supports multicultural award nominees and achievements across filmmaking. The automaker's strategic partnership with Gold House continues throughout 2024.

"We are thrilled Genesis returned as a top sponsor for the Gold Gala to celebrate the inspiring multicultural and Asian Pacific leaders," said Jeremy Tran, executive director and COO of Gold House, in a statement.

"Together, we are championing the important contributions made that have created a lasting impact for years to come."

Various luxury brands have voiced their support of AAPI talents over the last few weeks. This includes U.S. retailer Neiman Marcus, which hosted a panel with three CFDA Fashion Award winners from the community ([see story](#)).