

Hyundai Motor Announces Manfred Fitzgerald to lead the Genesis Brand

- Manfred Fitzgerald takes role of leading the Genesis brand
- Genesis brand targets the global luxury car market by appointing a prominent figure that transformed Lamborghini into a luxury car brand

December 28, 2015 - Hyundai Motor announced Manfred Fitzgerald, former Director of Brand and Design at Lamborghini, to lead the Genesis brand from January, 2016.

Based in Hyundai Motor Headquarters Seoul, Mr. Fitzgerald will be in charge of establishing and executing strategies for the Genesis brand as the Senior Vice President. For the brand to set a strong foothold in the global luxury car market, he will take a core role in brand strategy, marketing and other business operations within the Genesis brand.

During his twelve year career at Lamborghini, Mr. Fitzgerald played a pivotal role in transforming Lamborghini from a prototype car company to a luxury car brand and increased its sales ten folds as the Director of Brand and Design.

Mr. Fitzgerald, 52 years old, brings about 20 years of expertise and experience in luxury car brand strategy and marketing. He will be working alongside Luc Donckerwolke, who will lead the Genesis brand's Prestige Design Division as Head of the Hyundai Motor Design Center.

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