

Genesis Holds the Line: No Price Increases 2025

Woodinville, WA – Genesis Advanced Technologies is pleased to announce that it will not raise prices in 2025 despite widespread tariffs on many of the components used in manufacturing and cost increases. Holding on to the Recommended Retail Price for 2024 will be a boon for our dealers and customers as other companies have started rolling-out price increase announcements.

“When I designed the *Genesis*® 7-series during the pandemic, I made a conscious effort to source locally – including the most expensive part which is the cabinet,” said Genesis Chief Designer and CEO, Gary Leonard Koh. “We have a cabinet maker just 40 minutes away who already made cabinets for the reference line-source speakers. Through innovative use of materials and construction techniques, we could make our entry-level line here at a reasonable price.”

“We prepped well for this,” said Chief Operating Officer Carolyn Koh. “Towards the end of last year, we stocked up on some critical parts that were not available US-made. Despite the continuing 2018 tariffs of 25% on China-made transducers, we bit the bullet and ordered multiple-year quantities for stock. All our products are made in our manufacturing and storage facility in Woodinville.”

The Genesis 7-series comprises the Genesis G7 Minuet at \$9,800, the G7 Tango at \$12,600, the G7 Foxtrot at \$16,999, and the servo-controlled semi-active G7 Samba at \$23,000. Other Genesis products range from its no-load, no-adjustment plug-and-play Premium Platinum Phono at \$23,000 through the four-tower servo-active bass Genesis Prime+ at \$680,000. Genesis also represents the ultimate in phono-cartridges: the Swiss-made Hyper Sonic X4.

The Genesis 7-series have been very received since its launch – garnering many “Best in Show” during shows launching the product, and great reviews world-wide.

Standout Room at the Southwest AudioFest

<https://www.youtube.com/watch?v=9Bn9mxjO4RA>

<https://www.youtube.com/watch?v=KTImGi6W6rk>

Best Room at the Pacific AudioFest

<https://pt.audio/2023/06/29/genesis-the-wand-heed-and-much-more-paf-2023/>

“I love Gary Koh’s speakers, and it’s nice that he’s scaling down the size while still preserving all of the strengths that make Genesis Advanced Technologies a mainstay at the top of Loudspeaker Mountain.” - Marc Phillips

Best Room at the Capital AudioFest

<https://hifichicken.com/news-capital-audiofest-2023-the-best-of-the-show>

“The Series 7 is the perfect family speaker. They sounded wonderful anywhere in the room. You still got good channel balance even if you were off to one side.” - Anton Wyler

https://www.enjoythemusic.com/Capital_Audiofest_2023/Becker/Part10/

“... <the cabinets were> ... relatively light while retaining rigidity and absorbing resonances. the sound was excellent...” - Rick Becker

Best Floorstanding Loudspeakers

<https://pt.audio/2024/12/06/2025s-best-floorstanding-speakers-buyers-guide-2025/>

"Gary Koh's new G7 line of loudspeakers focuses on bang-for-the-buck to attract new people to our hobby, with bamboo enclosures and a relatively simple design, but his superb design sensibilities results in a speaker sounds like it should cost a lot more. "the Genesis G7 Minuets are somewhat of a miracle in a time when everyone is keenly aware of rising prices." – Editorial Staff

The G7-Series have already received great reviews just a year after production started:

<https://trackingangle.com/equipment/genesis-advanced-technologies-g7-foxtrot-loudspeaker>

"...the G7 Foxtrot offers a unique blend of qualities that are often hard to come by. With audiophile-level precision, cutting-edge technology, low-level listening engagement, and a form factor that suits everyday living, these speakers could provide a solution that allows you to enjoy high-quality sound without compromising your home environment. The G7 Foxtrot may be the speaker that lets you "have your cake and eat it too." – Ken Redmond

<https://analoguefellowship.com/2024/11/25/genesis-advanced-technologies-series-7-loudspeakers-to-continue-the-six-decades-legacy-and-sound-quality-part-1-of-2/>

"Was I Enjoying Myself Too Much?...Have I Hinted the Conclusion? The attention grabbing headline above was to indicate how much I have enjoyed, mesmerised by and felt the music (/musicality) presented through the Series 7 Foxtrot loudspeakers." - Dato' Danon Han

<https://pt.audio/2024/12/27/genesis-g7-minuet-loudspeakers-review/>

"The Minuets afforded me the space to explore different perspectives of the sounds I was hearing, and for me that's one of the marks of a great speaker, or any other piece of high-end audio gear for that matter. Great reproduction makes you consider new relationships within the music itself, and how all the pieces of the music should be more than visible—they should fit perfectly and make sense." – Marc Phillips

Genesis products are on demo in the New York/New Jersey area through our dealer Distinctive Stereo.

We are looking for dealers in the rest of the US interested in Made-in-USA high performance audio products that define the high-end with an affordable entry-point. "The only criteria I have for dealers is excellent service and loyalty," said Gary. "Most of our customers own their Genesis products throughout their lifetimes and expect great service almost forever!"

More information on Genesis products is available at <https://www.genesisloudspeakers.com/products>

About Genesis Advanced Technologies

Genesis Advanced Technologies is a leading developer of high-performance loudspeaker and amplifier systems with a commitment to absolute fidelity™ in product, service and performance. Genesis develops loudspeaker systems, amplifiers and accessories for music lovers worldwide.

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