

PRESS RELEASE

GENESIS MAGMA RACING TO WORK WITH PERFORMANCE FOOTWEAR BRAND APL FOR 2026 FIA WEC SEASON

- Genesis Magma Racing has named Los Angeles-based company APL as their Official Luxury Footwear Partner for their first season in the FIA World Endurance Championship
- The team will use products from APL's award-winning ranges in the paddock, with bespoke Genesis Magma Racing-branded designs to join the range during 2026
- The partnership brings together Genesis' 'Athletic Elegance' design ethos and APL's pioneering 'luxury performance' approach to athletic footwear

LE CASTELLET, France, April 13, 2026 — Genesis Magma Racing will work with leading “luxury performance” footwear brand APL for the 2026 FIA World Endurance Championship season, the company becoming the team’s Official Luxury Footwear Partner for their debut WEC season.

Award-Winning Designs Support Team's Work

APL, or Athletic Propulsion Labs, will supply the footwear worn by Genesis Magma Racing team members throughout the 2026 FIA WEC season, giving the company an active presence in the paddock. In turn, the team will be able to rely on the high-performance designs produced by APL during the long days of work required to compete in the highest echelons of world motorsport.

“In a series as closely contested as the FIA WEC, anywhere you can gain an advantage is key,” said Genesis Magma Racing Team Manager Anouck Abadie. “Partnering with APL brings multiple benefits. Obviously, it brings Genesis Magma Racing together with a strong lifestyle brand, but it also gives us the benefit of using high-quality products in the everyday activities of the team to make sure the team can work to the highest possible level.”

Los Angeles-based APL is renowned for its consistent ability to produce award-winning designs in multiple categories. The company’s ranges of training, running and basketball shoes have gathered multiple accolades, including prizes from leading lifestyle publications and brands praising APL’s men’s and women’s designs.

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Brand-new designs featuring the Genesis Magma Racing colors will join APL's range as part of the partnership, combining the manufacturer's premium image with APL's unrivalled position spanning fashion and sport.

Two Partners at the Intersection

The partnership brings together two brands who represent the intersection of luxury and performance in their respective markets and brings together Genesis' "Athletic Elegance" philosophy with APL's Athletic Propulsion ethos.

For Genesis, the introduction of the GV60 Magma, the first Magma model in the manufacturer's road car range, marks an important step. Having established itself among the leading premium car brands, the addition of Magma models – and the foundation of Genesis Magma Racing – adds a muscular, high-performance edge to the brand's image.

"APL is a challenger brand that has always pushed the limits of what's possible," said APL Co-Founders Adam and Ryan Goldston. "Footwear is the foundation of every step towards victory, and with Genesis Magma entering the World Endurance Championship and their focus on disrupting a competitive field, we felt this was the perfect opportunity for our two brands to partner and build something special. The demands of endurance racing will serve as a testing ground for advanced materials and technologies that push our products even further. APL is the footwear of choice for many world champions and those competing for one."

APL is a pioneer of the luxury performance segment of athletic footwear in its collections for men and women. Combining the company's world-class patented technologies with unique, innovative designs has allowed APL to count itself among the world leaders in athletic footwear. Its unique position at the crossover point is proven perfectly by the induction of APL's founders, identical twins Adam and Ryan Goldston, into the CFDA (Council of Fashion Designers of America) – a first for an athletic brand.

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