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GENESIS MAGMA RACING PARTNERS WITH BANG & OLUFSEN FOR DEBUT FIA WEC SEASON

- Genesis Magma Racing has partnered with Danish luxury audio company Bang & Olufsen for the team's debut season in the FIA World Endurance Championship
- The two companies share philosophies centered on combining striking design with premium quality and flawless performance
- Bang & Olufsen logos will adorn the GMR-001 Hypercar and Genesis Magma Racing team clothing, with the company's products also featured in the team's work and hospitality space.

LE CASTELLET, France, March 26, 2026 — Genesis Magma Racing has named luxury audio brand Bang & Olufsen as the team's Official Sound Partner ahead of the team's debut in the FIA World Endurance Championship (WEC).

New Partners Closely Aligned with Design-Led Philosophy

Bang & Olufsen, the renowned Danish audio brand, has long redefined the art of sound. Merging meticulous craftsmanship with pioneering acoustic technology, it continues to set the standard for immersive listening experiences.

A century after its founding, Bang & Olufsen brings its design philosophy to life in every detail. By blending sculptural aesthetics with precise engineering, each product conveys presence and emotion, allowing music and voices to resonate with clarity and nuance, as they were meant to be heard.

This dual philosophy of design and quality closely matches Genesis' own "Athletic Elegance" approach it applies to all designs. The concept blends dynamic sportscar details with sophisticated, clean design to create a distinctly Korean look.

Though the demands of endurance racing are very different to those encountered by road cars, this was taken to the extremes naturally possible when designing the GMR-001 Hypercar for the FIA WEC season. The aerodynamic requirements provoke long, simple flowing lines interrupted only where necessary, emphasizing the Genesis brand's luxury credentials.

"The relationship between Genesis Magma Racing and Bang & Olufsen is much more than a basic sponsorship," said Genesis Magma Racing Team Principal Cyril Abiteboul. "We are two

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brands that are aligned in our identities, combining design and innovation into premium products. Having Bang & Olufsen join us as we enter the FIA World Endurance Championship is the perfect opportunity to showcase these similarities in a most demanding arena.”

Partnership Delivers Visibility and Audibility in WEC Paddock

Bang & Olufsen branding will appear prominently on the sides on the pair of GMR-001 Hypercars that will be on track and the overalls and clothing for the drivers and staff of Genesis Magma Racing at each round of the WEC season.

The partnership will also bring Bang & Olufsen’s celebrated craftsmanship into the WEC paddock and pitlane. In Genesis Magma Racing’s workshop and pit garages, Bang & Olufsen will provide the soundtrack to the team’s preparation for each WEC event. The team will also showcase their partner’s products in the hospitality spaces for both team and VIP guests, helping to bring the unmistakable sounds of the FIA World Endurance Championship and GMR-001 Hypercar to life.

“Sound is a huge part of motorsport,” said Abiteboul. “The engine notes of the different cars, of course, but also the sound of tires over curbs, the sounds of a pit stop and the vital communications between team and driver. Having Bang & Olufsen technology in our team and hospitality spaces we can bring our fans and guests one step closer to the action on track.”

"We are proud to be the sound partner for Genesis Magma Racing as they make their debut in the World Endurance Championship", said Duncan McCue, Bang & Olufsen VP of Business Development & Strategic Partnerships. "We look forward to bringing our beautiful sound to the team, as well as to the fans who join us in supporting Genesis Magma Racing throughout the season. Through this partnership, we will share the story of our brands, where innovation and quality meet performance and design - on and off the track."

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