

# PRESS RELEASE

## GENESIS MAGMA RACING AND SHELL UNITE FOR 2026 FIA WEC SEASON

- Genesis Magma Racing has selected Shell as its Official Performance and Innovation Partner for the team's debut season in the FIA World Endurance Championship
- The agreement is an important expansion of the successful, decade-long partnership between Shell and Hyundai Motorsport in rallying
- Shell will provide the coolant and a specially formulated engine oil for the GMR-001 Hypercar after working closely with Genesis Magma Racing during the development phase of the car and engine

**LE CASTELLET, France, March 25, 2025** — Genesis Magma Racing has named Shell as its Official Performance and Innovation Partner for the 2026 FIA World Endurance Championship (WEC), providing the lubricants and coolants required by the GMR-001 Hypercar for its debut season of competition.

### **New Partnership Builds on Strong Foundations**

The agreement continues a decade-long partnership with Hyundai Motorsport centered on the FIA World Rally Championship, with Shell Brands International AG also extending its collaboration to also support Genesis Magma Racing's entry into the FIA WEC.

"WEC unlocks a thrilling new arena for Shell and Hyundai to keep pushing boundaries and co-engineer lubricants like Shell Helix Ultra," said Aysun Akik, Vice President of New Business Development and Global Key Accounts, Shell Lubricants. "When races last for six, eight or more hours, scientists and drivers can test innovative new technologies using endurance as the ultimate testbed. Together, we'll continue to deliver quality solutions to our customers."

The relationship is reinforced by Shell's "First Fill" campaign, which focuses on both the on-track partnership and the long-running relationship between Shell and Hyundai Motor Company. Shell's strategic partnership with Genesis Magma Racing strengthens its platform in the FIA WEC paddock. As well as branding on the GMR-001 Hypercar at each FIA WEC race, Shell and Genesis Magma Racing will work together to create high-profile activations around the season's races.

### **Close Partnership Creates Specialized Solutions**

The Genesis G8MR 3.2l Turbo V8 that lies at the heart of the GMR-001 was developed from the I4 powerplant that both Hyundai Motorsport's powertrain department and Shell were familiar with from the WRC. The two parties worked together to develop oils specifically for

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the V8 engine. Their work took into account the very different demands rallying and endurance racing require of the oils throughout the powertrain, with different lengths and rhythms to the running during each competition and different fuels powering the engine.

Shell's experts were present at every step of the journey, conducting a detailed analysis of oil samples after each dyno test of the engine and even travelling with the team once testing began to conduct real-time evaluations at the circuit. "The development of the Genesis G8MR 3.2l Turbo V8 engine has been a long process," said Hyundai Motorsport Technical Director FX Demaison. "Shell has been part of the process since the very beginning. Having them by our side at the dyno and the circuit meant we could efficiently develop the specialized oils we need alongside the engine and powertrain."

The close cooperation between the Hyundai Motorsport powertrain department and Shell led to the dedicated formulation of 0W-40 engine oil for the GMR-001 Hypercar. The product combines Shell's PurePlus technology with bespoke components to deliver protection, durability and performance in the high-stress environment of long-distance racing.

Genesis Magma Racing Team Principal Cyril Abiteboul said: "Shell and Hyundai Motorsport partners have enjoyed a successful partnership for more than ten years, so to be able to expand that to Genesis Magma Racing is great news. There is so much that is new for us as a team and manufacturer in the FIA World Endurance Championship, but working with Shell provides important continuity and hopefully will bring the same success we have enjoyed elsewhere."

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