

PRESS RELEASE

GENESIS MAGMA RACING BEGINS COLLABORATION WITH LE MANS-BASED RACING & EMOTION

- Genesis Magma Racing has named Le Mans-based design house Racing & Emotion as an Official Licensing Partner
- Racing & Emotion's range of furniture, collectibles and art designs are inspired by motorsport and the legends created by the 24 Hours of Le Mans
- A range of bespoke designs featuring the Magma livery of the GMR-001 Hypercar will be produced, with four Art Ball Chairs to be included in Genesis' hospitality spaces at the 24 Hours of Le Mans

LE CASTELLET, France, June 3, 2026 — Genesis Magma Racing has partnered with Le Mans-based furniture designer and design studio Racing & Emotion, naming them a new Official Licensing Partner. The collaboration between Racing & Emotion and Genesis Magma Racing marks the creation of the team's first collectible design and lifestyle partnership, with bespoke products from the company incorporated into the team's hospitality spaces for the 24 Hours of Le Mans.

Inspired by the Legend of Le Mans

Racing & Emotion was founded as a tribute to motorsport, based in the city where the 24 Hours of Le Mans has been responsible for creating legends of manufacturers and drivers for more than a century. Racing & Emotion creates motorsport-inspired collectible design pieces and furniture celebrating racing culture, craftsmanship and the heritage of Le Mans.

Now the Magma livery that will appear on both Genesis GMR-001 Hypercars for their debut at the 24 Hours of Le Mans will join some of the most famous liveries in racing as part of the Racing & Emotion collection. The identity and philosophy of Genesis Magma Racing will be translated into several designs from the Racing & Emotion range, including the signature Art Ball Chairs and other limited-edition objects inspired by the GMR-001 Hypercar.

"Through this multi-year collaboration, our two brands unite around a shared commitment to luxury, craftsmanship and savoir-faire, each within their own field of expertise," said Benoit Fraylon, Racing & Emotion Founder. "With Genesis Magma Racing, we found a common vision where passion, performance and design naturally converge. Together, our ambition is to transform that racing emotion into collectible design pieces and works of art, extending the

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experience beyond the track and bringing the spirit of Genesis Magma Racing into living spaces.”

Four signature Art Ball Chairs — two each carrying the #17 and #19 numbers of the GMR-001 Hypercar in the race — will be part of Genesis’ hospitality setup during the 24 Hours of Le Mans, showcasing the product to the manufacturer’s invited guests and the potential of the new partnership.

Racing and Design Combine for Genesis Magma Racing

For Genesis Magma Racing, collaborating with an exciting motorsport-inspired, design-led brand reflects the team’s own values and philosophy and that of the Genesis brand it represents in the FIA WEC competition.

In contrast with Racing & Emotion’s philosophy of motorsport inspiring design, the GMR-001 Hypercar is inspired by Genesis’ own “Athletic Elegance” design philosophy. In the creation of the team, the manufacturer has been able to take this to the natural extremes allowed within a specially designed race car. The GMR-001 Hypercar features the same simple parabolic lines seen in all Genesis models, as well as the iconic Two-Line headlamps that will be crucial during the hours of darkness on track during the 24 Hours of Le Mans.

Though only in their first season of racing in the FIA WEC, Genesis Magma Racing have already captured the attention of many fans after its competitive debut at the 6 Hours of Imola and first points-scoring finish at the 6 Hours of Spa-Francorchamps last month. However, a first visit to the 24 Hours of Le Mans is a further significant challenge for the team, especially coming so early in the history of the team.

“Le Mans, and the 24 Hours of Le Mans, is a central point of the FIA WEC season,” said Genesis Chief Creative Officer Luc Donckerwolke. “Success at Le Mans can create legends of manufacturers, and that is what Racing & Emotion’s designs celebrate with some of the color schemes that have become timeless symbols and transcended motorsport to become icons of their own.”

He continued, “This is obviously something we aim for with Genesis, Genesis Magma Racing and the Magma livery the GMR-001 Hypercar will carry at Le Mans. We know we have a lot of work to do before we can earn a place to join the rich heritage legacy of endurance racing celebrated through Racing & Emotion’s creations, but to be included alongside them is certainly a small first step.”

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