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Q&A WITH GENESIS MAGMA RACING TEAM MANAGER ANOUCK ABADIE

- Genesis Magma Racing's Team Manager outlines her crucial responsibilities within the team during the testing of the GMR-001 Hypercar
- Anouck Abadie describes what skills are required in her role and how the work of the Team Manager can help develop the team alongside the car
- She also reflects on her position as a woman both within Genesis Magma Racing and in the wider upper echelons of motorsport

LE CASTELLET, France, Oct. 30, 2025 — Since being announced as part of Genesis Magma Racing at the 24 Hours of Le Mans, Genesis Magma Racing Team Manager Anouck Abadie has taken a central role in preparing the team for their FIA World Endurance Championship. During the packed development schedule for the GMR-001 Hypercar, she has simultaneously supported organizing the tests and helped to build the team and operational procedures, taking her experience from her work with the FIA and customer racing teams.

What is a Team Manager responsible for in a motorsport team?

"At the moment, the definition of a Team Manager really depends on how each team interprets the role. At Genesis Magma Racing, my job is to build and manage the team, oversee the budget and plan operations. I like to say that I'm here to support my people — to give them clear direction and objectives. On the racing side, you're like the control tower, ensuring everyone follows the regulations and internal policies while keeping the group calm and focused. And as we like to say in this job, you're often 'playing the fireman' — managing crises as they come."

You arrived at Genesis Magma Racing with experience working with the FIA and customer GT teams. What can you bring from these roles to Genesis Magma Racing?

"Definitely politics — I'm still learning to be politically correct while staying true to myself. Working with the FIA gave me a broad understanding of long-term vision; they must think ahead because they're responsible for most of the global motorsport ecosystem. From my GT customer experience, I learned how crucial it is to manage budgets carefully while meeting client expectations. They used to call me 'T-Rex' — not because of my temper, but because I had 'short arms' when it came to spending money!"

What skills does it take to be a good Team Manager in motorsport, and particular in the FIA World Endurance Championship?

PRESS RELEASE

“It’s hard to summarize — you can list all the theoretical skills, but there’s no perfect formula. It’s about finding a balance between being firm and being empathetic, but above all, being fair and respectful to your team. When you ask them to give more, you need to lead by example, which isn’t always easy because at the end of the day, you’re human too.”

Successful teamwork is critical to success in endurance racing. How can a Team Manager help build the spirit and processes to bring the team together?

“Communication — it’s the key to any successful team. You must face problems openly and find solutions together. You need to stay alert to what’s happening inside the team and push everyone to keep improving. The team must understand we’re all in the same boat, and it’s everyone’s responsibility to keep the group united. If someone struggles, we don’t give up on them, we support and bring them back on track. It’s like in the army — we need to move as one.”

Genesis Magma Racing is a team being built from scratch this year – what have been the main challenges you have faced while preparing the team for competition?

“Starting from scratch is incredible — exciting, challenging and exhausting — it’s an opportunity that doesn’t come around often. The biggest challenge is finding people who can truly work together and making the right staffing choices. In our case, we hired both highly experienced Hypercar and WEC professionals, and a younger generation with endurance experience. This mix ensures continuity — knowledge can be passed down just like in a football team; you don’t need only superstars, but strong, determined people who complement one another.”

What has been your role during the development of the GMR-001 Hypercar, and how will this change with the start of the team’s first season of racing?

“Fortunately, I wasn’t involved in the technical side — otherwise, the car might still be in the garage! At the start, our team was small, so I covered many operational roles: managing logistics with support from our WRC colleagues from Hyundai Motorsport, organizing mechanic schedules while waiting for our crew chief to arrive, and coordinating workshop implementation. Setting up these foundations was crucial to ensure that, once the entire group is in place, everything runs smoothly and each department can operate efficiently from day one.”

You are one of a still relatively small number of women at the top level of motorsport. How important is that position to you?

“If I’ve made it here, it means anyone who truly wants it can too. When I started in motorsport in 2014, there were far fewer women than today, so the growth we see now is really positive. For me, it’s essential to show that you don’t need to change who you are to succeed — you don’t have to act like a man. Just do your job and do it well.”

PRESS RELEASE

How can you promote women in motorsport from your role with Genesis Magma Racing?

“I love sharing my experience — if it can help others, I’m always happy to do so. At Genesis Magma Racing, we actively encourage female candidates to apply. Once the team structure is complete, we plan to collaborate with the Korean national federation and the FIA to develop initiatives supporting women in motorsport. Beyond the sport, I stay connected with my university and speak at student conferences each year to spread awareness more widely. Genesis Magma Racing is also launching a social project aimed at opening doors for people around the world.”

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