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GENESIS MAGMA GT3 CONCEPT OFFERS GLIMPSE OF POTENTIAL RACING EXPANSION

- Genesis reveals the new Genesis Magma GT3 Concept as the highlight of the manufacturer's press conference at the 24 Hours of Le Mans
- The car offers a glimpse of one potential future project for the team as it aims to expand its involvement in motorsport in support of the growth of the Genesis brand
- The Magma GT3 Concept reflects an exploration of GT3 category technical regulations through a performance-first design approach, rather than being derived from an existing road-going model
- The brand's growing presence at the race is highlighted by the appearance of two evolved X Gran Convertible Concept models — built especially for the famous drivers' parade in the city center

LE MANS, France, June 12, 2026 — While Genesis Magma Racing's debut in the 24 Hours of Le Mans is an undoubted milestone for the team in its first-ever year of competition, the squad and Genesis as a manufacturer offered invited media a first glimpse at one potential future project, unveiling the Genesis Magma GT3 Concept at a press conference at the Circuit de la Sarthe.

New Concept Shows One Potential Future

Speaking at a press conference hosted at Genesis' corporate hospitality unit overlooking the final corners of the circuit, Genesis Magma Racing Team Principal Cyril Abiteboul introduced the Genesis Magma GT3 Concept alongside Genesis Chief Creative Officer Luc Donckerwolke.

"The Genesis Magma GT3 Concept is one potential future direction for Genesis Magma Racing, alongside our FIA WEC Hypercar entry, as we grow to support the entire Genesis brand," said Abiteboul. "Since the very start, we have stated that Genesis Magma Racing is a long-term project, and here we have one possible direction we can take. Like Hypercar, GT3 is another of the recent success stories in motorsport."

He added: "Having Genesis and Genesis Magma Racing represented there would closely link the road-going and racing sides of the brand and add further to our profile in world motorsport."

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The Genesis Magma GT3 Concept has been developed in alignment with GT3 technical regulations, reflecting a performance-led approach shaped by motorsport requirements. Conceived as an independent study, it explores how race-driven architecture, aerodynamics and engineering principles could inform future Genesis performance vehicles, rather than being derived from an existing road-going model.

During the same press conference, the Magma GT Concept — first revealed in November alongside the GV60 Magma — was presented with an all-new interior, illustrating a parallel exploration of how race-inspired thinking could translate into a refined road-going grand tourer. Together, the two concepts highlight one potential pathway for connecting Genesis' motorsport ambitions with its evolving performance portfolio, without confirming specific production or racing plans.

"The Magma GT Concept and Magma GT3 Concept represent two distinct yet connected expressions of Genesis performance," explained Donckerwolke. "The Magma GT Concept embodies our vision of luxury and athleticism on the road, while the Magma GT3 Concept translates that philosophy into the race environment, where every element is driven by performance, efficiency and purpose. Together, they demonstrate how Genesis is exploring the full spectrum of high performance — from refined grand touring to uncompromising motorsport."

Continued Expansion at Le Mans and Across Europe

Alongside its motorsport ambitions, Genesis continues to accelerate its European growth strategy. After announcing last year its expansion into new markets in Italy, France, the Netherlands and Spain, the manufacturer is now preparing for further entry into Poland, Austria, Portugal and Denmark as part of its long-term global vision.

Genesis' presence at the 24 Hours of Le Mans has also expanded, one year on from the first European showing of the GMR-001 Hypercar design — then only a show car. Now a fully-fledged Hypercar team, a Le Mans debut makes them the first Korean manufacturer to participate in the famous race, as well as providing the toughest examination of the team operations and the reliability of the GMR-001 Hypercar while still at a very early point in the life of the team and car.

Further underscoring its presence at Le Mans, Genesis will showcase two evolved X Gran Convertible Concept models — originally introduced at the 2025 Seoul Mobility Show — during the Drivers' Parade in Le Mans city center later today. Building on the earlier concept, these latest iterations represent a refined and more visually striking evolution, further aligning the model with Genesis' expanding Magma portfolio. As an architectural study rooted in the G90, the updated concepts embody a more pronounced expression of Magma design, reinforcing Genesis' commitment to continuous enhancement and progressive luxury.

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Both vehicles feature distinctive color and material selections while exploring a more open, emotional and human interpretation of Genesis luxury. One model, finished in Liquid Titanium, expresses the dynamic qualities of the racing environment through its GMR-inspired colorway, while the other — in Midnight Teal — embodies a calmer, more sophisticated palette, complemented by tartan-inspired textiles for a relaxed yet elegant atmosphere.

The X Gran Convertible Concepts will be driven by Genesis brand ambassador and race advisor Jacky Ickx, alongside reserve driver and Genesis Magma Racing trajectory driver Jamie Chadwick.

These enhanced concept models further explore an emotional and approachable form of Genesis luxury, where racing energy, hospitality, elegance and quiet refinement coexist through materials, colors and atmosphere. Their appearance highlights the brand's evolving design identity and its growing connection with global motorsport audiences beyond the circuit.

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