

PRESS RELEASE

GENESIS MAGMA RACING APPOINTS NEW ERA AS OFFICIAL HEADWEAR PARTNER

- Genesis Magma Racing has named New Era as the team's Official Headwear Partner for the 2026 FIA World Endurance Championship season
- The 106-year-old Buffalo, New York-based sports and lifestyle brand will produce three designs for the team, including a limited-edition for the 24 Hours of Le Mans
- The range will combine the hand-crafted quality and high definition of New Era's designs with the incredibly demanding environment of endurance racing

LE CASTELLET, France, March 23, 2026 — Genesis Magma Racing has partnered with New Era to design and produce a range of headwear for the team's debut season in the FIA World Endurance Championship (WEC) as the team's Official Headwear Partner.

New Partnership Shows Genesis Magma Racing Aspirations

Genesis Magma Racing becomes New Era's first major partnership in the FIA WEC paddock. The team joins the Buffalo, New York-based brand's extensive roster of partners, including top names in the world of football, basketball and baseball as well as a growing number of motorsport teams covering the Formula 1, Formula E and MotoGP grids.

"Partnering with New Era shows the level we aspire to," said Genesis Magma Racing Team Principal Cyril Abiteboul. "We are a brand-new team in motorsport, but our FIA World Endurance Championship campaign is the start of a long-term project and commitment to motorsport. We aim not only to earn the right to compete for victories against our more experienced rivals, but to be mentioned alongside the global teams and brands that New Era count among their partners."

The three different designs that New Era will produce for the Genesis Magma Racing team and their fans will be with products in New Era's 9FORTY and 9SEVENTY styles.

Designs Combine Quality and High-Performance Environment

Genesis Magma Racing's partnership with the 106-year-old lifestyle and apparel brand brings the race team into the same premium market space inhabited by Genesis' range of road cars. The agreement underlines the team's aims to combine premium design with the demanding high-performance world of endurance motorsport, while also using their lines of high-quality apparel to appeal to a broader audience beyond FIA WEC fans.

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The designs combine the handcrafted quality and high-definition printing found across the New Era range with Genesis Magma Racing's signature color combination of black and Magma Orange. Each design includes the geometric, hangeul-inspired Genesis Magma Racing logo, the winged emblem of the Genesis brand and New Era's flag logo picked out in a contrasting color on each design.

A limited-edition design, created especially for the 24 Hours of Le Mans, will add another special element to what will be a special weekend for the team as they become the first South Korean manufacturer to compete in the famous race.

"We're thrilled to partner with Genesis Magma Racing and bring New Era's rich heritage in sports to an exciting new force in international motorsport," said Patrik Söderström, Vice President EMEA & India at New Era. "Genesis Magma Racing has set out with clear ambition to establish itself as a serious contender driven by innovation, precision and a bold long-term vision. We're proud to support the team through innovative headwear that embodies the team's pursuit of excellence."

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