

PRESS RELEASE

GENESIS MAGMA RACING ANNOUNCES SOUTH KOREAN BRAND HELINOX AS PARTNER FOR 2026 FIA WEC SEASON

- Genesis Magma Racing has appointed South Korean brand Helinox as its Official Outdoor Furniture Partner for the 2026 FIA World Endurance Championship
- Helinox will provide Genesis Magma Racing with its award-winning strong and lightweight chairs and cots for the team at each round of the season
- The award-winning company will also produce a special range of products in Genesis Magma Racing's signature Magma orange to sell to fans of the new team

LE CASTELLET, France, Feb. 20, 2026 — Genesis Magma Racing has partnered with award-winning outdoor furniture brand Helinox for the upcoming FIA World Endurance Championship (WEC) season, bringing practical, design-led solutions to the circuit for the 2026 campaign. The partnership with Helinox brings together two major South Korean brands with a shared commitment to high standards and beautiful design.

Partnership Provides Solution to Important Issue

Throughout its debut season in the FIA WEC, Genesis Magma Racing will be supplied with chairs and cots designed with the team's signature Magma orange and Hangul-inspired logo.

The Helinox products will solve one of the most obvious problems of endurance racing – making sure the team and drivers can rest between the intense moments of competition. To succeed at the highest levels of motorsport, everyone needs to be at their best. “A comfortable work environment is essential to have every person working to their full potential,” said Genesis Magma Racing Team Manager Anouck Abadie. “Having chairs and cots for the team might seem like a small thing, but at events where teams can work into and through the night, making sure people can rest and sleep is very important to minimize mistakes and keep everyone focused on our shared goal of winning.”

Helinox products in the team's pit garages and private areas will allow team members to rest and recharge in comfort but still provide the flexibility to be easily moved, packed and stored during and between race weekends of the global series.

As a result of the partnership, the public will also be able to purchase Genesis Magma Racing-branded Helinox products, giving fans of the WEC's newest Hypercar team the chance to show their support in the trackside spectator and camping areas of the 2026 season.

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Helinox and Genesis Combine Function and Aesthetics

Helinox prides themselves on building the world's lightest, strongest and most comfortable outdoor furniture designed to make any space – whether mountain trails, snowy slopes or the surroundings of the World Endurance Championship paddock – feel like home.

However, just as the mythological figures of Helios and Nox, who inspired the company's name, represented the complementary contrasts of day and night, Helinox holds a balance between two seemingly contradictory qualities. The company aims for the space between function and aesthetics, becoming a hub of culture and creativity. In this pursuit the brand frequently partners with creative leaders, including names from fashion and contemporary art.

Genesis also seeks to blend function and form, including in the design of the GMR-001 Hypercar that will make them the first Korean manufacturer to enter the FIA WEC. The car combines key traits of Genesis's road car range – including the instantly recognizable Two-Line headlamp design – with the requirements of a machine intended to take on one of motorsport's toughest challenges.

“We are proud to partner with Genesis Magma Racing for the FIA World Endurance Championship,” Helinox's Marketing, Innovation and Design team stated. “What connects our brands is a shared belief in purposeful, performance-driven design. At Helinox, we create lightweight, high-strength solutions that balance action and recovery because performance is sustained not only through intensity, but through rest. In endurance racing, where focus must be maintained over long hours and through the night, that balance becomes essential.”

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