

PRESS RELEASE

GENESIS MAGMA RACING UNVEILS ROADMAP TO 2026 DEBUT AT LE MANS

- Team Principal Cyril Abiteboul announces key appointments during press conference at Circuit de la Sarthe
- Genesis announces brand entry into France, Spain, the Netherlands, and Italy
- LMP2 driver lineup expanded with endurance legend André Lotterer

LE MANS, France, June 13, 2025 — Genesis today held a press conference during the 24 Hours of Le Mans, outlining the brand's bold vision for Genesis Magma Racing. Major highlights included the announcement of key team management roles, an update on vehicle development progress, and new market entries for the Genesis brand.

The event was held at the Genesis Magma Racing booth in the Manufacturer Village at the Circuit de la Sarthe.

Genesis Magma Racing is also participating in the race itself, represented in the LMP2 category with the #18 car driven by Jamie Chadwick and Mathys Jaubert, joined by three-time Le Mans winner André Lotterer.

Accelerating Development and Market Expansion

Addressing the Press Conference, Genesis Magma Racing Team Principal Cyril Abiteboul, provided an update on the latest progress of the development of the GMR-001 Hypercar. He shared news of a successful endurance dyno test for the combined engine and gearbox.

This test validated the team's decision to adopt a V-8 powertrain, a choice made to streamline development by leveraging Hyundai Motorsport's existing World Rally Championship engine technology. The team based the V-8 on the Group's competitive 1.6-liter turbocharged inline-four cylinder engine, effectively combining two units to create a high-performance V-8 configuration.

Abiteboul also gave details on the expansion of Hyundai Motorsport as part of the creation of Genesis Magma Racing. The new team will operate from a race base at Le Castellet, close to Oreca's factory, where parts continue to arrive in France for the building of the first two cars that will be used in development testing.

"The expansion of Hyundai Motorsport is essential to create a strong foundation for Genesis Magma Racing and the establishment of a new subsidiary in France is an essential step" said

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Abiteboul. “The team is being created from very strong parts. A strong chassis from Oreca, an ideal Race Base location in Le Castellet an international, experienced team of people from around motorsport and, of course, the best of the influences from Korean culture to drive us all forward at Hyperspeed.”

Genesis Chief Creative Officer Luc Donckerwolke and Managing Director of Genesis Motor Europe Xavier Martinet also joined the press conference, revealing that the Genesis brand will officially enter four new European markets—France, Spain, the Netherlands, and Italy—with first customer vehicles launching in 2027.

With Genesis Magma Racing, we are turning our design philosophy into pure performance. Every line, every surface, every decision on the GMR-001 reflects the same discipline and emotion we bring to our cars,” said Luc Donckerwolke, Chief Creative Officer of Genesis. “As we enter more markets in Europe, Genesis Magma Racing becomes more than a motorsport initiative—it’s a powerful expression of who we are, engaging with a region that has long defined automotive excellence.”

New Team Members Bring Vital Experience to Team

In addition, three new team members were revealed during the press conference. Anouck Abadie will take the role of Team Manager, Justin Taylor becomes the Chief Engineer and multiple Touring Car champion Gabriele Tarquini will take up the role of Sporting Director.

The three bring experience in their roles from different realms of motorsport and will integrate into the existing team structure lead by Team Principal Cyril Abiteboul and Technical Director François-Xavier Demaison.

Abadie has experience of working within the FIA and with leading endurance teams in both Team Manager and Sporting Director roles, most recently with GT squad Kessel Racing. “This new project with Genesis Magma Racing gives us the opportunity to start from a white board, and we can build a strong team of motivated people who share our vision. It will be challenging for sure, that’s why it’s even more exciting. I can’t wait to see our car in action on track,” said Abadie

Taylor, from the USA, will arrive at Genesis Magma Racing having recently acted as Race Engineer in two of the leading teams in the Hypercar and LMDh categories. “Joining Genesis Magma Racing is very exciting for me,” said Taylor. “Coming onboard in the Chief Engineer role allows me a chance to develop our team and the GMR-001 Hypercar from the ground up, to be ready for the 2026 WEC season and beyond.”

He brings crucial experience of not just WEC, but also IMSA competition – critical as Genesis

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Magma Racing sets its sights on entering the North American-based championship in 2027.

Sporting Director joins from Hyundai Motorsport's Customer Touring Car squad

Tarquini is one of the most successful Touring Car drivers of all time. The Italian has won the British, European and World Touring Car titles, as well as the inaugural WTCR – FIA World Touring Car Cup title in 2018 with Hyundai Motorsport.

The three will fit into the team structure alongside the existing members of the team, including those coming from Hyundai Motorsport as part of Genesis Magma Racing's Trajectory program. Abadie and Taylor will take up their roles immediately to be in place for the first on-track tests planned later this year.

"Anouck, Justin and Gabriele are fantastic additions to the Genesis Magma Racing team," said Abiteboul. "They all have great experience in motorsport, which will be complemented by additional endurance racing expertise of the other team members we will recruit in the coming months. This mix, and the management structure we announce today will be at the centre of the team through our testing this year with the GMR-001 Hypercar and our race team in the FIA World Endurance Championship next year."

Trajectory Drivers and First Le Mans Experience

On track in 2025, Genesis Magma Racing's LMP2 entry—run by IDEC Sport—features the #18 Oreca 07 car, with Jamie Chadwick and Mathys Jaubert joined by endurance legend André Lotterer. Chadwick and Jaubert, both in their first full season of prototypes, are part of the Genesis Magma Racing Trajectory program. They have already claimed LMP2 class victory in the ELMS season opener in Barcelona and an overall win in Le Castellet.

The 24 Hours of Le Mans provides both drivers and Hyundai Motorsport personnel from the Trajectory program a valuable opportunity to gain hands-on experience in the unique environment of Le Mans, further preparing the team for 2026.

On-site with Genesis at Le Mans

Genesis is hosting fans and media at the Manufacturer Village with a bold showcase:

- The full-scale GMR-001 Hypercar model—revealed in Europe for the first time—features an eye-catching livery inspired by Korean culture, with the word "Magma" written in Hangeul (마그마).
- A Brand Wall details Genesis' 10-year journey, connecting its luxury design legacy with the innovation behind Genesis Magma Racing.

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- A selection of limited-edition Genesis and Le Mans merchandise is available for purchase and prizes, created exclusively for this event.

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