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THE WORLD'S BEST GOLFERS AND ELEVATED EXPERIENCES SET TO DELIVER BEST GENESIS SCOTTISH OPEN YET

- The 2026 Genesis Scottish Open returns with the brand as title partner for a fifth consecutive year, continuing through to 2030
- 156 leading players will compete in the historic event, including former winners Chris Gotterup, Robert MacIntyre and Rory McIlroy
- Tournament features a \$9 million prize fund and expanded Hole-in-One prizes for players, caddies and spectators
- Enhanced spectator activities include the upgraded Genesis Public Lounge, Driving Range Gallery, an immersive family-friendly zone and the unique Genesis Box Buggy Concept to be present throughout the weekend

NORTH BERWICK, Scotland, July 9, 2026 — The 2026 Genesis Scottish Open begins today at The Renaissance Club in North Berwick, Scotland, running until July 12. Now in its fifth year with Genesis, the tournament brings together world-class golfers in a prestigious competition with the brand's distinctive "Son-nim" philosophy of treating visitors and fans as honored guests. As a key fixture in the PGA TOUR and DP World Tour, Genesis has renewed its title partnership through to 2030, reinforcing its long-term commitment to the sport.

A 156-strong player field will compete at the 2026 Genesis Scottish Open, led by defending champion Chris Gotterup, world number one Scottie Scheffler and 2023 winner Rory McIlroy. This year's competition sees 15 of the top 20 ranked players in the world taking on the challenging links course. Other leading players include 2024 Genesis Scottish Open hometown winner Robert MacIntyre, Xander Schauffele, Tommy Fleetwood, Ludvig Åberg, Matt Fitzpatrick, Jon Rahm and Wyndham Clark.

Alongside a share of the \$9 million prize pool, this year's tournament champion will also drive away in a Genesis GV60 Magma, the luxury high-performance SUV that marks the debut production vehicle of Genesis' Magma Program performance lineup.

Sean Lee, Global Head of Genesis, commented:

"This year's Genesis Scottish Open has been elevated across every aspect of the tournament experience, ensuring that players and fans from around the world can enjoy Genesis' distinctive hospitality and premium brand experiences. In particular, the reconfiguration of



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the hole sequence at The Renaissance Club is expected to heighten the drama and unpredictability of the competition through the final moments while delivering a world-class spectator experience.”

Peter Kronschnabl, Managing Director of Genesis Motor Europe, said:

“We are also thrilled to have the regional winners of the Genesis European Golf Cup for customers, prospects and fans of Genesis playing the European Final at The Renaissance Club, and we wish them the very best of luck. As our brand continues its growth journey across Europe, including our planned entry into Austria, Denmark, Poland and Portugal by 2027, we look forward to welcoming even more customers and golf fans. Platforms such as the Genesis Scottish Open play an important role in bringing our brand values to life. The tournament embodies the precision, performance and pursuit of excellence that define both the sport of golf and everything we do at Genesis.”

Elevated Guest Experiences

The 2026 Genesis Scottish Open brings fans closer to the action than ever before through a series of interactive activations designed to complement the tournament’s electric atmosphere.

Returning as one of the event’s signature experiences, the “Thistle” will sit at the heart of the fan experience at the 15th hole as part of the newly rerouted course. This new location will heighten the thrill for spectators and fans alike, with both Genesis’ Hole-in-One competitions now located in the crucial end stages of the course at the 15th and 17th holes.

A hole-in-one on the 17th will see the player awarded an Electrified GV70, with their caddie winning a GV60. On the 15th, the player will win a Genesis GV60 and, if a fan correctly predicts the player who aces it, the fan will win a VIP experience at the Genesis Championship in Korea, including travel and accommodation. Fans watching at home can also take part in the competition by entering online here.

Regional winners of the Genesis European Golf Cup competition from France, Germany, Italy and the U.K. will compete in the European Final during the Am-Am program alongside Genesis customers and guests. This offers an exclusive opportunity to play on the championship course and enjoy a hosted evening at the Genesis Studio in Edinburgh in collaboration with Michelin-starred chef Tom Kitchin.

Extending his collaboration with Genesis, Kitchin will also curate a selection of Korean-inspired culinary highlights for guests invited to the Genesis Lounge hospitality area, showcasing the creativity of the local Michelin-starred chef.

Immersive Fan Zone Highlights



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The Fan Zone at the 2026 Genesis Scottish Open has been redefined to deliver a truly memorable experience for attendees of all ages, reflecting Genesis' commitment to engaging activations:

- **Genesis Public Lounge:** Located this year on the 15th hole, the Lounge offers a welcoming environment for fans to enjoy the premium amenities on offer. Genesis' full U.K. model lineup, the 1:2 scale GMR-001 Hypercar and exclusive Genesis golf and Magma merchandise will all be on display. Event attendees can also try their hand at the virtual reality TGL golf simulator.
- **Driving Range Gallery:** New for 2026, the Driving Range Gallery is open for guests as a dedicated spectator viewing area on the practice tee. Guests can watch the action up close while enjoying Genesis' premium hospitality, food and beverages.
- **Dedicated Family Zone:** A family-friendly space with a prime view of the 15th hole, the family zone brings young fans closer to the excitement of live tournament action. This initiative reflects Genesis' commitment to making golf more inclusive and accessible, fostering a passion for the sport among the next generation of players and fans.
- **Postcards from the Green:** A unique way for fans to connect with the tournament, guests are invited to write personalized postcards to players, caddies or loved ones.

At this year's Genesis Scottish Open, the brand is further enhancing the tournament environment in several ways. It is offering its distinctive Korean hospitality in the Players and Caddies café. It is also offering interesting fan experiences including the new Pro-Am "Family Day" and the Genesis Box Buggy Concept, a high-tech short-distance hospitality and leisure mobility concept that will be present throughout the weekend.

Genesis' Continued Commitment to Golf

Furthermore, Genesis supports golf at every level — from world-class professional competitions such as The Genesis Invitational and Presidents Cup to grassroots and club golf initiatives, including the Deutsche Golf Liga and the Genesis European Golf Cup. The commitment in the European region continues with the Deutsche Golf Liga Final Four on Aug. 1 at Golfclub München-Riedhof near Munich, Germany, and the return of the Genesis European Golf Cup next spring, bringing together participants from multiple European markets.

The brand's signature Son-nim approach honors the sport, players and fans across all tournaments and reinforces its role in shaping the future of golf through innovation, hospitality and global partnership.

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