



PRESS RELEASE

WILL ZALATORIS MAKES SPECTACULAR ACE AT HOLE 14 DURING GENESIS INVITATIONAL, WINS NEW GENESIS VEHICLES FOR HIMSELF AND HIS CADDIE

- Will Zalatoris made an incredible hole-in-one on the par-3 14th hole at The Riviera Country Club in Pacific Palisades, CA
- Wins a Genesis GV80 and Genesis Electrified GV70 for his caddie, Joel Stock

PACIFIC PALISADES, Calif., Feb 16, 2023 - Will Zalatoris today made a spectacular hole-in-one at the 2024 Genesis Invitational, winning him and his caddie each new Genesis vehicles. Zalatoris was the first to ace the 14th hole during the second round of the tournament.

Will Zalatoris hit the 184-yard shot with his 7-iron while on his way to a 2-under finish for the round. As a prize for making the incredible hole-in-one, Zalatoris was handed the keys to a new Genesis GV80 while his caddie, Joel Stock, was awarded an Electrified GV70.

"Anytime you make a hole-in-one it's special, but when you get to win a car, it's so much better," said Will Zalatoris, PGA TOUR player. "It's a memento for life for that ace. It's one that we both get to enjoy too."

"On behalf of Genesis, we are pleased to congratulate Will Zalatoris on making the first hole-in-one during tournament play at the 2024 Genesis Invitational," said Claudia Marquez, chief operating officer of Genesis Motor North America. "We are delighted to present Will and his caddie Joel Stock with new Genesis vehicles and wish them the best of luck for the remainder of the tournament."



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The Genesis GV80 that Zalatoris will take home represents Genesis' design ethos of Athletic Elegance and Beauty of White Space while delivering a refined performance and exceptional comfort. The Electrified GV70 that Stock received is the first Genesis model to be assembled in the United States, offering class-leading safety standard equipment and technologies with bold design.

The Genesis Invitational is one of the most historic and longest-running events on the PGA TOUR and this year marked Genesis' eighth year as title sponsor.