



PRESS RELEASE

2024 GENESIS CHAMPIONSHIP TEES OFF WITH GLOBAL PLAYERS AND RECORD PRIZE POOL

- This year's field features 120 players from the DP World Tour and KPGA TOUR with champion taking home record \$680,000 winner's purse and an Electrified G80
- For the eighth consecutive year, Genesis supports players' pathways onto the global stage while offering enhanced hospitality for all attendees

SEOUL, Oct. 24, 2024 — The Genesis Championship returns to the prestigious Jack Nicklaus Golf Club Korea in Incheon, featuring an elite field of 120 golfers from the DP World Tour and KPGA TOUR. As the tournament enters its eighth year, it continues to grow as a premier global event, delivering exciting competition alongside elevated hospitality for players and spectators alike.

The 2024 champion will take home a redesigned Electrified G80 and \$680,000 from a total prize pool of \$4 million — one of the largest prizes ever awarded at a golf tournament in Korea. The winner will also receive 5,000 Race to Dubai Rankings Points from the DP World Tour and 1,300 Genesis Points from the KPGA TOUR. The highest-finishing Korean player will secure exemption at the 2025 Genesis Scottish Open, co-sanctioned by the PGA TOUR and DP World Tour.

Genesis will continue its tradition of awarding a hole-in-one prize at the 17th hole, offering a redesigned GV70 to the first player to achieve this feat, along with a GV60 for his caddie. Additionally, a new prize has been introduced for the 8th hole, where the first player to score a hole-in-one will win a GV80 Coupe.

World-Class Golfers Take Center Stage



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This year's Genesis Championship features a field of 90 DP World Tour players and 30 KPGA TOUR players, marking its evolution into a global event and offering a stronger pathway for talented golfers to showcase their skills on the international stage.

From the DP World Tour, champions Pablo Larrazábal and Nicolai Højgaard—winners of last year's Korea Championship Presented by Genesis and DP World Tour Championship, respectively — will compete, along with top contenders Matteo Manassero and Thriston Lawrence.

Korean players on the field will include Tom Kim and Byeong-hun (Ben) An from the PGA TOUR, as well as some of the most talented golfers from the KPGA TOUR. Sanghyun Park will return to the course to defend his title as winner, alongside 29 other standout players who performed exceptionally in the last 20 tournaments of the season leading up to this event.

As the final event in the prestigious Back 9 series, which includes national Opens, the Genesis Championship plays a critical role in determining the top 110 players in the Race to Dubai Rankings, securing their DP World Tour cards for 2025. The top 70 players will then advance to the DP World Tour Play-Offs.

"The Genesis Championship has become Korea's flagship golf event, providing a platform for Korean players to excel on the global stage," said Mike Song, Global Head of Genesis. "As the tournament continues to evolve and expand beyond Korea, we look forward to an exciting competition between Korean and international players, offering them a pathway to further their careers globally."

Elevated Hospitality for All Honored Guests

Genesis is proud to showcase its commitment to Korean cultural heritage through its approach to hospitality, treating everyone as "Son-nim" (meaning 'honored guest'). This ethos is fully expressed at the Genesis Championship, where players, caddies, and spectators are treated to an exceptional experience.

The Players & Caddies Café has been enhanced, offering healthy food and beverages along with signature Korean snacks, such as "yakgwa." Player and caddie transportation and accommodation services have been upgraded, with added amenities such as mobile handlers and concierge kiosks.



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Genesis is also offering international players' families a unique opportunity to experience Korean culture through the "K-Experience" tourism package, providing an exclusive look at Korean attractions beyond the tournament.

In a new initiative, the tournament will feature Hyundai Motor Company's fuel cell electric buses for player transportation, underscoring Genesis' commitment to sustainable solutions.

Throughout the course, eight displays of Genesis vehicles will be featured, including the redesigned Electrified G80 and the GV80 Coupe.

For the first time, golf fans will be able to purchase Genesis Collection merchandise at an offline venue, with products available at both the Fan Village and the Genesis Suite.

Registered Genesis vehicle owners will also have a chance to win exclusive access to the Genesis Suite near the 18th hole, where they can enjoy premium hospitality and explore the Genesis Collection.

The Genesis Championship will be broadcast on SBS Golf2 and SPOTV Golf&Health in Korea, and televised in 47 regions globally, including North America, Europe, China, and Southeast Asia, from Thursday through Sunday.

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