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GENESIS SWINGS INTO SEASON 2 OF TGL PRESENTED BY SOFI WITH NEXT LEVEL FAN EXPERIENCES

- Genesis returns as an official automotive partner with new fan-focused activations

FOUNTAIN VALLEY, Calif., Dec. 28, 2025 — Genesis today announced the kickoff of activities related to its continued partnership with TGL presented by SoFi, the groundbreaking primetime team golf league created by TMRW Sports. The 2026 season premieres live on ABC, Dec. 28, 2025, at 3 p.m. (Eastern Time) with an opening match between the reigning TGL champion Atlanta Drive Golf Club and New York Golf Club at SoFi Center in Palm Beach Gardens, Fla.

“Genesis is collaborating with TGL to elevate the fan experience for golf enthusiasts worldwide,” said Tedros Mengiste, chief operating officer of Genesis Motor North America. “In this new season, we’ll continue leveraging our shared passion for innovative technologies to make new connections with fans around the globe.”

Genesis and TGL: A Shared Vision

Genesis and TGL are pioneering bold performance matched with cutting-edge technology in their respective fields, breaking boundaries to deliver the best possible experience for fans and customers.

For Genesis, its founding partnership with TGL underscores its commitment to innovation and hospitality, complementing the brand’s global golf portfolio that includes serving as the official vehicle of the PGA TOUR and PGA TOUR Champions; title partner of Genesis Invitational, Genesis Scottish Open and Genesis Championship; and official automobile partner of Presidents Cup.

Genesis Presence in the TGL Season

Genesis is elevating fan engagement with exciting new features this season. This season’s “Player of the Match” spotlight provides interactive voting and branded highlights across social, digital, and broadcast platforms. Lucky fans will also have the chance to win a VIP Genesis experience at TGL’s Finals.

Each live broadcast will also feature Genesis as a custom hole sponsor through dynamic graphics and narration.

Additional fan experiences include:



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- Genesis Scavenger Hunt: Drive and Seek offers fans an exciting new way to experience the worlds of TGL and Genesis. This arena-wide adventure at SoFi Center invites guests to connect, explore, and share unforgettable brand moments through an interactive scavenger hunt.
- The Genesis Lounge returns with elevated hospitality and immersive brand experiences, placing guests alongside athletes, celebrities and VIPs.
- Upon arrival, Genesis owners will enjoy exclusive premier parking.
- Fans can also explore the Genesis SUV lineup with three vehicle displays throughout SoFi Center, including the GV80, GV80 Coupe, and the new indoor vehicle addition, GV80 Coupe Prestige Black.

How the Game is Played

TGL is redefining golf with an innovative format that blends virtual precision and live competition. TGL's six teams of PGA TOUR stars face off head-to-head each match, starting with long shots launched toward a massive 3,400-square-foot screen — 24 times larger than a standard simulator.

When play reaches within 50 yards of the hole, the action shifts to a 22,475-square-foot short game area featuring dynamic greens. A 41-yard-wide turntable rotates the green and bunkers to create fresh approach angles for every hole.

Designed by world-class golf course architects, each match utilizes 15 of TGL's custom-designed holes. Matches are divided into two segments: nine holes of Triples — three players alternating shots—and six holes of Singles, where each team member competes twice. Every hole is worth one point, with the lowest score earning it, ensuring every shot matters.

TGL Returns for its Second Season

The new era of golf continues Sunday, Dec. 28, 2025, as TGL's second season kicks off with a Finals rematch between the New York Golf Club and reigning TGL champion Atlanta Drive Golf Club at SoFi Center, a custom-built 250,000-square-foot arena in Palm Beach Gardens, Fla.

Over the course of 10 weeks, a total of 15 regular season matches will be played between the six established TGL teams, with the Finals scheduled for the end of March.

From across the globe, golf fans in 152 countries will be able to experience TGL matches, including live on ABC, ESPN, ESPN2, the ESPN App in the U.S., and JTBC Golf in Korea.

For more information, visit www.tlgolf.com. To explore the entire Genesis lineup, visit www.genesis.com.



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