



Heolleung-ro 12,
Seocho-gu, Seoul,
Republic of Korea
06797

Genesis Communication
T +82 02 3464 7319
www.genesis.com

PRESS RELEASE

HIDEKI MATSUYAMA NAMED 2024 GENESIS INVITATIONAL CHAMPION

- Hideki Matsuyama triumphed at The Genesis Invitational, finishing 17-under par in a tournament featuring 18 of the world's top-20 ranked golfers
- Matsuyama was awarded the winner's prize of \$4 million and a 2025 GV80 Coupe

PACIFIC PALISADES, Calif., Feb 19, 2024 — The 2024 Genesis Invitational concluded Sunday, Feb. 18, after four days at The Riviera Country Club in Pacific Palisades, Calif. Hideki Matsuyama finished at 17-under 267 for a three-shot victory over Will Zalatoris and Luke List. He takes home \$4 million and the 2025 Genesis GV80 Coupe.

The 2024 Genesis Invitational marked Genesis' eight year as title sponsor and included 18 of the top-20 golfers in the Official World Golf Ranking including Scottie Scheffler, Rory McIlroy, Viktor Hovland, Xander Schauffele, Wyndham Clark, among them. The tournament is one of the most historic and longest-running events on the PGA TOUR and celebrated its 98th play this year.

"We hope the spectators on-site as well as those who were watching from home enjoyed watching these world-class players play on the world-class Riviera course this week," said Mike Song, Global Head of Genesis. "We will continue to hone the attention-to-detail approach that we've learned from sponsoring events like the Genesis Invitational to share with more Genesis customers around the world."

Brand experiences and promotional activities at the tournament provided guests the opportunity to explore on-site activations, the Genesis lineup and concept vehicles, and an elevated Korean hospitality experience. Throughout the tournament, Genesis invited attendees to celebrate golf traditions in a unique, elevated setting with interactive exhibits that embodied the theme of "Make the Game Your Own," which is an invitation to shape your own golf experience, see new perspectives and join in the excitement and thrill of the game.



Heolleung-ro 12,
Seocho-gu, Seoul,
Republic of Korea
06797

Genesis Communication
T +82 02 3464 7319
www.genesis.com

PRESS RELEASE

Genesis continues to show a strong commitment not only to the sport of golf, but also to the advancement of youth sports and education. In 2023, Genesis and the Genesis Inspiration Foundation committed \$1 million to TGR Foundation to advance science, technology, engineering, arts, and mathematics (STEAM) education for youth. At this year's tournament, Genesis Gives donated \$100,000 each to the U.S. Soccer Foundation, Girls on the Run, and First Tee for a total of \$300,000 to increase access to youth sports programs across the United States.

- END -