



PRESS RELEASE

2025 GENESIS SCOTTISH OPEN TEES UP ICONIC PLAYERS AND EXHILARATING FAN EXPERIENCES

- Player field features 156 top players, including eight of the top 10 in the Official World Golf Rankings, with a \$9 million USD prize pool and a Genesis Electrified GV70 for the champion
- Genesis returns as title sponsor for fourth year, offering elevated and interactive family-friendly activities for golf enthusiasts and first-time spectators
- Genesis Public Lounge experience includes display of the brand's full U.K. lineup, a virtual reality TGL golf simulator, brand merchandise store and Korean snacks

NORTH BERWICK, Scotland, July 10, 2025 — The 2025 Genesis Scottish Open officially tees off today at the prestigious Renaissance Club in North Berwick, Scotland. Taking place from July 10 to 13, this highly anticipated event returns for its fourth year with Genesis as the title, raising the bar once again on what it means to deliver a world-class golfing experience. Genesis continues to showcase its commitment to excellence with a blend of premium hospitality, innovative fan activations and a star-studded player field that promises unforgettable moments both on and off the course.

A cornerstone event of the DP World Tour and part of its exclusive Rolex Series, the 2025 Genesis Scottish Open tournament boasts a prize purse of \$9 million USD and features eight of the top 10 players in the Official World Golf Rankings. This year's event not only underscores its importance to the global golfing calendar but also reaffirms its reputation as a must-watch competition for fans and players alike.

"We've focused on creating the best possible environment for the world's top players to fully concentrate and perform at their highest level. At the same time, for the 80,000 expected spectators, we're enhancing the Genesis brand experience — not just through world-class golf, but also through interactive programs like the hole-in-one event that invite fans to take part in the excitement," said Mike Song, Global Head of Genesis.

An Unrivaled Player Field

The 2025 Genesis Scottish Open welcomes 156 of the world's most elite golfers to its prestigious course. Among them are defending champion Robert MacIntyre, 2023 winner Rory McIlroy, 2025 Genesis Invitational winner Ludvig Åberg and globally renowned players Collin Morikawa, Xander Schauffele, Matt Fitzpatrick, Justin Rose, Scottie Scheffler, Adam Scott, J.J. Spaun and Justin Thomas.



PRESS RELEASE

The tournament will also see PGA TOUR players hailing from Genesis' home country of Korea teeing off, including 2024 Genesis Championship winner Ben An (Byunghun Anh), Sungjae Im, Siwoo Kim and Joohyung Kim. Thanks to sponsor exemptions, KPGA TOUR players Wooyoung Cho, Hongtaek Kim and Junghwan Lee will also compete, further emphasizing the brand's commitment to supporting talent from its roots.

Alongside claiming a share of the \$9 million USD prize pool, the tournament champion will drive away Genesis' redesigned luxury SUV, the Electrified GV70, a symbol that blends cutting-edge innovation with automotive elegance.

Innovative Fan Experiences

This year's Genesis Scottish Open introduces fans to a new level of interactivity and excitement, blending immersive fan experiences with the tournament's rich atmosphere.

The **6th Hole Stadium Experience** returns as one of the event's most talked-about attractions. This fully enclosed par-three hole offers grandstands, viewing platforms and interactive moments to bring fans closer to the action.

Fans can also participate in the exciting **Hole-in-One competition**. If a fan correctly predicts the first player to ace a hole-in-one on the sixth hole, the player will win a Genesis GV60, while the fan will win a VIP experience at the Genesis Championship in Korea, including business class return flights and accommodation. Fans can enter the competition online or on site at the 2025 Genesis Scottish Open. For more information and to enter online, [click here](#).

Interactive Fan Zone Highlights

The Fan Zone at the 2025 Genesis Scottish Open has been reimagined to deliver truly memorable moments for attendees of all ages, reflecting Genesis' commitment to thoughtful and engaging activations:

- **Genesis Public Lounge:** Positioned at the signature sixth hole, the Genesis Public Lounge offers a welcoming environment for fans to connect with the Genesis brand while enjoying premium amenities. Visitors can view Genesis' full U.K. vehicle lineup and its X Gran Racer concept up close, purchase exclusive Genesis golf and Magma merchandise, try out the immersive virtual reality TGL golf simulator and sample delicious Korean food and beverage options.
- **Fringe by the Tee:** In collaboration with Fringe by the Sea, this lively pop-up music stage provides daily entertainment featuring live bands, DJs and other entertainers. The eclectic lineup adds a festival-like atmosphere to the tournament with acts such as Grammy-nominated, Brit Award-winning artist KT Tunstall, comedian Fred MacAulay, legendary author-turned-DJ Irvine Welsh and award-winning kids' entertainer Alexander the Great.



PRESS RELEASE

- **Kids Cheering Zone:** A dedicated space designed to bring young fans closer to the action with a prime view of the 6th hole. This family-friendly area offers an exciting opportunity for children to experience the thrill of live tournament play, fostering a deeper connection and passion for golf while creating memorable moments for fans of all ages. This unique initiative reflects Genesis' commitment to making golf more inclusive and to inspire the next generation of players and fans.
- **Postcards from the Green:** Fans can embrace the spirit of connection by writing personalized postcards to players, caddies or loved ones.

Additionally, Genesis enhances the sustainability and convenience of the event with more than 100 vehicles, including its all-electric lineup, providing seamless transportation for players, officials and partners. As part of the experience, fans can explore 13 showcase models displayed around the course, bringing Genesis' cutting-edge design and technology closer to the public.

An Elevated Commitment to Golf

With its continued investment in premier tournaments like the Genesis Scottish Open and the Genesis Invitational, Genesis is redefining what it means to merge tradition, luxury and innovation in golf. The brand's approach is rooted in the Korean philosophy of "Son-nim," a belief that every visitor should be treated as an honored guest. Whether through its unmatched hospitality offerings, its support of emerging talent or its sustainable solutions, Genesis' dedication to golf goes far beyond the greens.

As the 2025 Genesis Scottish Open begins, Genesis invites fans across the globe to experience a tournament where tradition meets modernity and where every detail is designed to honor the sport, the players and the audience. From the roar of the crowd at the 6th Hole Stadium Experience to the quiet thrill of sending a postcard from the Fan Zone, there's something for everyone at this year's event.

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