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MILESTONE 10TH GENESIS CHAMPIONSHIP UNDERWAY WITH \$4M PURSE AND WORLD CLASS FIELD

- Elite field of 126 Korean and international players from KPGA TOUR, DP World Tour and PGA TOUR headlined by defending champion Junghwan Lee, Ryan Fox, Siwoo Kim and Sungjae Im
- Largest KPGA TOUR prize purse of \$4 million with \$680,000 and newly launched Genesis GV80 Hybrid model for champion; first player to ace 16th hole to receive GV70 and win GV60 for his caddie
- Genesis' signature Korean "Son-nim" hospitality delivers elevated tournament experience for players, caddies and fans
- Operational fleet features 67 Genesis vehicles and 3 Universe hydrogen fuel-cell electric buses for player transportation
- Spectators to enjoy interactive Fan Village and brand activities and vehicle displays including GV90 Neolun flagship SUV and GMR-001 Hypercar

CHEONAN, Korea, Oct. 22, 2026 — The Genesis Championship returns this week for its milestone 10th edition, taking place from Oct. 22-25 at Woo Jeong Hills Country Club in Cheonan, Korea. A total of 126 world-class golfers from the KPGA TOUR, DP World Tour and PGA TOUR will compete across four rounds of 72-hole stroke play.

First launched in 2017 to support the Korean men's professional golf and place domestic talent onto the global stage, the tournament was elevated to a co-sanctioned event between the KPGA TOUR and the DP World Tour in 2024. Boasting a prize purse of \$4 million — the largest on the KPGA TOUR — the 2026 champion will take home \$680,000 along with a Genesis GV80 Hybrid model.

In addition to the winner's share, the champion will earn 1,300 KPGA TOUR Genesis Points, 835 DP World Tour Race to Dubai Ranking points, and two-year tournament exemptions across both tours.

The highest ranked KPGA TOUR players in the championship will also be awarded a spot in the 2027 Genesis Scottish Open, co-sanctioned by the PGA TOUR and DP World Tour.

"Celebrating its 10th anniversary since our inaugural tournament in 2017, the Genesis Championship has firmly established itself as a premier international stage for top global talent," said Sean Lee, Global Head of Genesis. "This year, we look forward to welcoming golf



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fans, children and families with a wide range of on-site experiences and activities for everyone to enjoy."

World-Class Player Field

The 2026 tournament features 126 elite golfers, headlined by defending champion Junghwan Lee and this year's winner of The Open Championship, Ryan Fox, who is making his tournament debut in Korea. Joining them are PGA TOUR Korean standouts, Siwoo Kim and Sungjae Im, alongside top-ranked competitors from both the KPGA TOUR and DP World Tour vying for the title.

Dedicated Support for Players and Caddies

Reflecting Genesis' continued commitment to players and caddies' comfort, the tournament provides official transportation with a dedicated fleet of 67 Genesis vehicles — including the GV80 Coupe, G90 flagship sedan, and Electrified GV70. In support of DP World Tour's Green Drive sustainability initiative, three Universe hydrogen fuel-cell electric buses are deployed for player transfers, reinforcing Hyundai Motor Group's commitment to sustainability and advanced hydrogen technology.

On the course, the first player to sink a hole-in-one at the 16th hole will take home a Genesis GV70, while their caddie will receive an all-electric Genesis GV60.

Throughout the week, the Players & Caddies Café offers a relaxing lounge serving complimentary beverages and refreshments, ensuring players and caddies can recharge and maintain peak condition throughout the competition.

Premium Hospitality and Brand Experiences

Rooted in Genesis' core "Son-nim" philosophy to treat every visitor as an honored guest, the tournament expands its signature luxury hospitality offerings this year.

Exclusive Hospitality Lounges: Overlooking the 18th green, VIP guests can enjoy the Genesis Suite and the owners-only Genesis Son-nim Lounge. Near the clubhouse, the Genesis Championship Lounge welcomes guests from both spaces, delivering elevated hospitality.

10th Anniversary Fan Village & Brand Activations: Spectators can explore special 10th-anniversary commemorative merchandise and discover the Genesis Collection, featuring Genesis Championship logo accessories and lifestyle goods.

New golf accessories including ball markers, beanies, bucket hats, driver headcovers and lightweight golf stand bags scheduled for release early next year will be on display for the first time, with pre-orders available on site.



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Nine vehicles are displayed across the venue, including the GV80 Hybrid, GV60 Magma and Genesis' flagship luxury SUV, the GV90 Neolun.

A test-drive program for the GV80 Hybrid is also being offered to guests who pre-registered ahead of the tournament.

Genesis Magma Racing Zone: Motorsport fans can see the high-performance GMR-001 Hypercar up close, in addition to the exclusive Genesis Magma Racing Collection.

Youth Golf and Family Programs: New this year, a dedicated Kids Zone offers creative activities and golfing experiences for young spectators. This includes the 'Kids Golf Zone' where children can learn golf basics from professional coaches, as well as the 'Kids Autograph Zone' where players will be giving out their autographs.

Curated Dining: The spectator Food Zone brings together popular Seoul culinary brands alongside local specialties from the Cheonan region.

Celebrating a decade of excellence, the 2026 Genesis Championship underscores the marque's enduring commitment to championing emerging golf talents and inspiring the sport's future through engaging programs for enthusiasts and spectators of all ages. Paired with authentic Korean Son-nim hospitality, Genesis remains committed to setting new standards for world-class sporting experiences.

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