



PRESS RELEASE

NICO ECHAVARRIA'S HOLE-IN-ONE WINS CAR FOR HIMSELF AND VIP TRIP TO THE GENESIS CHAMPIONSHIP FOR LUCKY FAN

- Nico Echavarria achieved hole-in-one on Par 3 6th hole at Renaissance Club in East Lothian, Scotland
- Echavarria will receive Genesis GV60, while lucky fan wins VIP experience to the Genesis Championship in Korea

NORTH BERWICK, Scotland, July 13, 2025 — Nico Echavarria hit a remarkable hole-in-one at this year's Genesis Scottish Open, earning himself keys to his very own Genesis GV60 and a unique VIP experience to the Genesis Championship in Korea for a fan.

The Colombian was the only player to ace the 6th hole, during the final day of the tournament, on his way to a 5-under finish.

As a result of Echavarria hitting the perfect 121-yard shot with his 60-degree wedge, a lucky spectator took home a hospitality package for two to visit the 2025 Genesis Championship in Korea, a co-sanctioned tournament by the DP World Tour and KPGA TOUR, slated for Oct. 23 to 26, including business class flights, accommodation and VIP tickets.

The fan correctly predicted Echavarria would be the first to hit a hole in one as part of the 6th Hole Stadium Experience competition, and was chosen randomly from those who entered online and on site at the Genesis Scottish Open.

Upon receiving the GV60 for his hole-in-one, Echavarria expressed his appreciation, saying: "I want to thank Genesis for the support, not only at this tournament, but also on the PGA TOUR." He added, "congratulations to the winning fan, and thank you for having so much faith in me."

Mike Song, Global Head of Genesis, commented: "It was a perfect swing that truly embodied the 'Athletic Elegance' Genesis strives for. It was a standout moment that added a lasting impression to the tournament."

Nico Echavarria turned professional in 2017 and is currently 51st in the Official World Golf Rankings. The 30-year-old has two career wins on the PGA TOUR and won the Masters Par 3 Contest in April.

Innovative Fan Experiences



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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 Fan Zone has been reimagined to deliver truly memorable moments for attendees of all ages, reflecting Genesis' commitment to thoughtful and engaging activations.

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.

Positioned at the signature 6th hole, the Genesis Public Lounge offers a welcoming environment for fans to connect with the Genesis brand while enjoying premium amenities and the immersive virtual reality TGL golf simulator. Also at the 6th Hole Stadium Experience, a dedicated Kids Cheering Zone has been designed to bring young fans closer to the action with a prime view to experience the thrill of live tournament play.

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 honoured 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.

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