



PRESS RELEASE

BYEONG HUN (BEN) AN SECURES PLAYOFF WIN AT 2024 GENESIS CHAMPIONSHIP

- Byeong Hun (Ben) An claims victory with a score of 17-under 271, taking home \$680,000 and an Electrified Genesis G80
- Genesis attracts about 23,000 spectators with its distinctive hospitality, including the Players & Caddies Café and the Genesis Suite for Genesis vehicle owners

SEOUL, Oct. 28, 2024 — The 2024 Genesis Championship came to an exciting close in a playoff at Jack Nicklaus Golf Club Korea in Songdo, Incheon, as Byeong Hun (Ben) An secured a first-hole playoff victory over Tom Kim. Co-sanctioned by the DP World Tour and KPGA TOUR, the tournament captivated fans worldwide, drawing approximately 23,000 spectators.

Byeong Hun (Ben) An clinched the title with a score of 17-under 271, taking home a \$680,000 cash prize and a Genesis Electrified G80.

“Winning on Korean ground for the first time in ten years wasn’t easy, but I prepared extensively. I had a good season, and I’m grateful to earn a trophy at the final event—it feels like a bonus,” said Byeong Hun (Ben) An.

Finishing highest among the Korean players, Hongtaek Kim earned himself an invitation to the 2025 Genesis Scottish Open as he tied for ninth at 11-under.

Marking one of the most highly anticipated events of the year, this year’s Genesis Championship introduced a range of new offerings under the theme of “New Heights of Excellence.”

Genesis spared no effort in supporting players and caddies to help them perform their best. This included providing transportation and hotel accommodation for all players, as well as



PRESS RELEASE

offering a K-culture experience package for the families of international players, allowing them to focus entirely on the tournament.

The tournament also offered various programs for golf fans. Spectators enjoyed a diverse brand experience through the Fan Village and Genesis Suite, which featured exclusive goods like golf and lifestyle collections, as well as the History Wall, showcasing Genesis' journey and dedication to golf.

Near the 10th hole tee box, visitors could try the Virtual Venues Live 3D sound system from Bang & Olufsen, as featured in the Genesis G90 flagship sedan.

In addition, Genesis displayed eight vehicles throughout the tournament venue, including the recently launched Electrified G80 and GV80 Black, capturing the attention of spectators.

In line with its commitment to sustainability, Genesis incorporated eco-friendly practices, including Hyundai Motor Company's fuel cell electric buses for player transportation.

Following the 2024 Genesis Championship, Genesis will continue its presence in major international golf tournaments as the vehicle sponsor of the Abu Dhabi HSBC Championship in November and as title sponsor of the Genesis Invitational in February 2025.

- END -