



PRESS RELEASE

GENESIS JOINS NETFLIX'S 'THE HAWK' AS OFFICIAL US AUTO PARTNER

- The Genesis GV80 Coupe, GV80 and GV70 are featured in the upcoming comedy series starring Will Ferrell and Jimmy Tatro, including exclusive content of one vehicle
- Netflix's "The Hawk" premieres globally on July 16

FOUNTAIN VALLEY, Calif., July 16, 2026 — From course to screen, Genesis serves as the official U.S. auto partner for Netflix's "The Hawk," streaming July 16 only on Netflix and starring Will Ferrell as Lonnie Hawkins, who is making his journey back to the PGA tour. As part of the partnership, Genesis vehicles are featured in the series and custom pieces of content highlight the 2027 Genesis GV80, a vehicle that welcomes Lonnie Hawkins' son, Lance, played by Jimmy Tatro, to "Serenity On Wheels."

"At Genesis, our passion for golf runs deep — it's a game that reflects many of the values we hold as a brand, including precision and the relentless pursuit of excellence," said Amy Marentic, chief marketing officer of Genesis Motor America. "Through our sponsorship of world-class tournaments like the Genesis Invitational and Presidents Cup, we connect with fans in a meaningful way by celebrating a shared love for the game. Our partnership with 'The Hawk' represents a further opportunity to connect with fans and grow brand awareness while building lasting emotional connections with golf audiences around the world."

Building on its established presence in the golf community, including title sponsor of The Genesis Invitational and official automotive and mobility partner of the PGA TOUR, the brand's inclusion in "The Hawk" reflects a consistent connection to the sport and the type of deeper brand integrations it continues to build.

Episode 6 features a dedicated storyline centered on The Genesis Invitational tournament with scenes that include branded set elements and tournament signage, along with verbal mentions during the broadcast. Genesis vehicles are also integrated throughout the episode, appearing on display across key tournament moments.

"My character in The Hawk, Lance, is sponsored by Genesis, and I genuinely love the GV80," said Jimmy Tatro. "So, the whole partnership felt very natural, almost like an extension of the show."

"Working with Genesis to unlock a new creative point of view for the brand was a really fun project to partner on. We even got Will Ferrell and his team involved in the creative process," said Magno Herran, Vice President of Global Brand and Partner Marketing, Netflix. "At the end



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of the day, I love seeing a brand push beyond its usual comfort levels to play in the world of entertainment, and Genesis saw value in partnering with Netflix to attract new brand fans.”

Genesis’ involvement in “The Hawk” underscores a shift toward holistic marketing that blends entertainment, sport and culture through layered content and strategic integrations, creating more immersive brand experiences that extend beyond the screen and into ongoing cultural engagement.

About Netflix’s “The Hawk”

Lonnie Hawkins, (Will Ferrell) 2004’s number one golfer, struggles on the back nine of his career to recapture his magic. His body says retire, but his heart says he’s not done yet. His ex-wife and his son Lance, golf’s new golden boy, know he’s through. But with one more major to win to complete golf’s Grand Slam, Lonnie refuses to believe he’s anything other than one stroke away from the greatest comeback in golf history.

“The Hawk” premieres on July 16, only on Netflix.

The comprehensive partnership was in coordination between Genesis' media agency Canvas Worldwide, Netflix's in-house Brand Creative Studio and INNOCEAN USA.

For more information on Genesis and its entire lineup of vehicles, visit www.genesis.com.

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