



PRESS RELEASE

LOCAL HERO ROBERT MACINTYRE CLAIMS SENSATIONAL VICTORY AT THE 2024 GENESIS SCOTTISH OPEN

- Robert MacIntyre emerged victorious at the 2024 Genesis Scottish Open, scoring 18-under par in fierce competition with the world's top golfers
- MacIntyre wins the \$1.58 million USD cash prize and an Electrified GV70
- The Genesis Scottish Open, co-sanctioned by the DP World Tour and PGA TOUR, featured six of the top 10 players in the Official World Golf Rankings

NORTH BERWICK, Scotland, July 14, 2024 — After four days of world-class golf at the Renaissance Club in North Berwick, Scotland, Robert MacIntyre claimed victory at the 2024 Genesis Scottish Open (July 11-14). With a score of 18-under, the Scotsman was one shot ahead of his nearest challenger, Adam Scott, to take home the \$1.58 million USD purse and an Electrified GV70.

A dramatic final day ended with MacIntyre sinking a birdie putt from 22-feet on the final hole to win by a single shot and claim his third DP World Tour title, his second on the PGA TOUR, and his first Rolex Series title. By going one better than his runner up finish in 2023, he becomes only the second Scot to win the Scottish Open, after Colin Montgomerie in 1999.

This year's edition marks the third time Genesis has sponsored the Genesis Scottish Open as the title sponsor, demonstrating the brand's robust commitment to golf globally. The Genesis Scottish Open, co-sanctioned by the DP World Tour and PGA TOUR, is one of Europe's most prestigious golf tournaments and is part of the coveted Rolex Series. The prize purse for this year's event amounted to \$9 million USD, with a top-class field featuring six of the top 10 players in the Official World Golf Rankings.



PRESS RELEASE

Korean player Sungjae Im recorded a joint 4th-place finish with a score of 14-under par, four shots behind the champion. As the tournament winner, MacIntyre also took home the Jock MacVicar Association of Golf Writers Memorial Award—presented to the leading Scottish player—ahead of Connor Syme, who finished in joint 15th place on 12-under, and Grant Forrest, who finished joint 39th with a score of 8-under.

To elevate the fan experience at the tournament, a “6th Hole Stadium Experience” gave spectators an opportunity to be assigned to a group to watch from the tee box, with a chance to win a VIP experience for two to the Genesis Championship in Korea if their assigned player hit an ace. In addition, a wider variety of programs were prepared for fans, reflecting the brand’s unique philosophy on hospitality that places customers at the heart of every brand touchpoint, including “The Academy”, “The Arcade” and an interactive kinetic installation booth for fans to “Electrify Your Drive”.

A fleet of 163 Genesis vehicles graced the tournament to provide operational support, ensuring attentive care for the players and tournament partners. Visitors to the Genesis Mobile Lounge had an opportunity to sign up for a test drive.

Genesis also offered sophisticated hospitality with The Players & Caddies Café as a space for relaxation for players and caddies.

- END -