



PRESS RELEASE

JUNGHWAN LEE TRIUMPHS AT 2025 GENESIS CHAMPIONSHIP

- Junghwan Lee clinched a win with a score of 11-under 273, taking home \$680,000 and a Genesis GV80
- Marks first-ever victory by a KPGA TOUR player in a co-sanctioned event with an overseas tour
- Seungbin Choi, who achieved the best finish among KPGA TOUR players this year, secures a spot in the 2026 Genesis Scottish Open

CHEONAN, Korea, Oct. 27, 2025 — After four days of world-class golf at the Woo Jeong Hills Country Club in Cheonan, Korea, Junghwan Lee claimed victory at the 2025 Genesis Championship (Oct. 23-26), earning him a \$680,000 cash prize, a Genesis GV80, and a two-year seed for the DP World Tour and KPGA TOUR, respectively.

Lee finished with a total of 11-under-par 273, three strokes ahead of Nacho Elvira from Spain and Laurie Canter from England, who tied for second place. This makes him the first KPGA TOUR player to win a tournament co-sanctioned with an overseas tour.

“I’m proud to be the first KPGA TOUR player to win a co-sanctioned event between the KPGA TOUR and an overseas tour,” said Lee. “I think I’ll be giving the GV80 to my wife,” he added, celebrating his victory.

Milestone Achievements for Korean Golfers on the Global Stage

Lee competed in the Genesis Scottish Open in both 2024 and 2025, having earned exemption rights as one of the top-ranking players on the Genesis Points system. [In 2024](#), he became the first KPGA TOUR player to make the cut at the Scottish Open, finishing tied for 46th.

Following Seungtaek Lee, who advanced to the PGA TOUR through the Korn Ferry Tour via the Genesis Points system, Junghwan Lee’s victory at this year’s Genesis Championship has now earned him a place on the DP World Tour—marking another milestone achievement made possible through Genesis’ continued support of golf and Korean men’s professional players’ advancement onto global tours.

Meanwhile, Seungbin Choi, who finished tied for 7th (the highest finish among KPGA TOUR players excluding the winner), has earned qualification to compete in the 2026 Genesis Scottish Open.



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Despite being held outside the Seoul metropolitan area, this year's tournament drew strong crowds, [matching last year's ticket sales in Songdo, Incheon](#), and welcoming large crowds of fans cheering for the players throughout the event.

Unparalleled On-Site Experiences

Along with four Genesis cars displayed throughout the course, including a GV80 and a G80 Black sedan, spectators enjoyed the Fan Village, where they were able to enjoy a variety of brand experiences. In addition to local delicacies offered at the food court, the Genesis Collection brand merchandise was available for purchase. Spectators also had a chance to try out their swings at the TGL golf simulator.

In line with Genesis' philosophy of providing thoughtful care to both players and caddies, Genesis continued the tradition of the Players and Caddies Café, where players and caddies were able to rest and recharge with an array of signature Korean snacks.

Following the Championship, Genesis will return to the green next month at the 2025 Abu Dhabi HSBC Championship as the official vehicle sponsor.

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