

## GENESIS BEGINS A NEW CHAPTER AS SPONSOR OF THE PREMIER PGA TOUR EVENT IN LOS ANGELES

ID: 792



# GENESIS OPEN

- Tournament will be held February 13-19, 2017 at The Riviera Country Club
- Broadcast nationally on CBS and the Golf Channel

**PACIFIC PALISADES, Calif., Feb. 14, 2017** - One of the most prominent events on the PGA TOUR, the renowned Los Angeles stop, will debut a much-anticipated new title sponsor this week at the Genesis Open. Luxury automotive brand Genesis has partnered with TGR Live and Tiger Woods Foundation to provide golf fans with a premium experience, introducing a new era of Southern California golf. Held at one of the of the world's best courses-The Riviera Country Club-the Genesis Open, February 13-19, 2017, will feature a world-class field of PGA TOUR golfers.

World number 1 Jason Day highlights the field at Riviera and will be joined by defending champion Bubba Watson and fan favorites Dustin Johnson, Jordan Spieth, Hideki Matsuyama, Adam Scott, Justin Rose, and Phil Mickelson, among other top names.

"Partnering with a tournament that has seen numerous historic golf moments since its debut in 1926 was an easy decision," said Erwin Raphael, general manager of Genesis in the U.S. "Golf is built on a foundation of honor and responsibility. That's why we have such a kinship with the

game. Everything we do is designed to honor and respect the people who drive our vehicles and we look forward to introducing our brand to this critically important market and golf fans around the world."

## **The Genesis Experience**

Throughout the week, Genesis will provide opportunities for players and fans to interact with the vehicles and the brand. Genesis will have a first-class fan lounge on hole 14, along with a Genesis Putting Experience where fans will be given a chance to have their putting stroke analyzed by a PGA professional. Participants can hit a putt and have their stroke videotaped and sent digitally to a PGA Professional who will provide feedback and advice in 5-7 days along with specific improvement drills.

## **Genesis' Showcase of Luxury Sedans G90 and G80**

In addition to displaying its flagship G90 and G80 luxury sedans throughout the tournament at the Genesis Entrance Pavilion, Clubhouse Valet Circle, holes 14 and 16, each player in the field will be given a G90 or a G80 to drive and experience during tournament week. The player with the first hole-in-one each day on holes 14 and 16 will win a Genesis G90 as well as a Genesis G80 for their caddie. The winner of the 2017 Genesis Open will also go home with an all-new G90.

## **Genesis' Legacy to the Community**

In addition to tournament-related initiatives, the Genesis Open will embrace its long legacy of giving back to the community. The Tiger Woods Foundation is the primary benefiting charity with proceeds from the event supporting the foundation's college-access programs in Southern California. Additionally, Genesis Motor America will donate a \$250,000 grant to the J. Paul Getty Museum Trust. The grant will be used to create a groundbreaking arts enrichment program that provides students with access to the arts through an immersive experience that occurs both in students' communities and via online platforms. Thousands of high school students from underserved and Title 1 schools in the Los Angeles area are expected to participate in the program at the Getty Center, with potentially hundreds of thousands more joining in the experience online.

## **Genesis' Commitment to the Golf Landscape**

The Genesis Open further solidifies Genesis' presence in the golf landscape. Genesis is also the official vehicle of the CareerBuilder Challenge and vehicle partner for the Farmers Insurance Open. As part of these sponsorships, PGA TOUR players were provided with Genesis vehicles in three out of the first seven PGA TOUR events in the 2017 calendar year. Genesis also provided one lucky fan the opportunity to play in the Pro-Ams at the CareerBuilder Challenge, Farmers

Insurance Open and the Genesis Open through its Pro-Am sweepstakes.

The signature golf event happening in the country's second biggest market, will be broadcast nationally on CBS and Golf Channel from February 16 - 19, 2017. Follow the tournament on Facebook, Twitter and Instagram to get updates and a behind-the-scenes look at the tournament action.

## **Genesis Motor America**

Genesis Motor America, headquartered in Fountain Valley, Calif., distributes, markets and services Genesis vehicles in the United States. Genesis is an all-new global luxury automotive brand that delivers 'human-centered' luxury and the highest standards of performance, design and innovation. A total of six new Genesis models will launch by 2021 and will compete with the world's most renowned luxury car brands. All Genesis vehicles sold in the U.S. are covered by an industry-leading warranty with enhanced roadside assistance and concierge services.

For more information on Genesis and its new definition of luxury please visit [www.genesis.com](http://www.genesis.com)

Please visit our media site for the latest news at [www.genesisnewsusa.com](http://www.genesisnewsusa.com).

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## **About the Genesis Open**

The Genesis Open, L.A.'s PGA TOUR event, is bringing the next chapter in championship golf to The Riviera Country Club February 13 - 19, 2017. One of the most historic and longest-running events on the PGA TOUR, the tournament celebrated its 90<sup>th</sup> playing in 2016 as Bubba Watson won the event for the second time. With the TGR Live serving as event management company for the Genesis Open, the Tiger Woods Foundation is the primary benefiting charity with proceeds from the event supporting the foundation's college-access programs in Southern California. The tournament is title-sponsored by Genesis, a global luxury car brand that delivers 'human-centered' luxury and the highest standards of performance, design and innovation in its vehicles. For more information, visit [GenesisOpen.com](http://GenesisOpen.com) and follow the tournament on Twitter, Facebook, and Instagram @GenesisOpen.