

Genesis Poised for Second Year as Sponsor of PGA TOUR Premier Los Angeles Event



GENESIS OPEN

- Tournament will be held February 12-18, 2018 at The Riviera Country Club
- Broadcast nationally on CBS and the Golf Channel February 15-18, 2018

PACIFIC PALISADES, Calif., Feb. 14, 2018 – Luxury automotive brand Genesis is once again partnering with TGR Live and the TGR Foundation to provide golf fans and guests with a premium experience this week during the Genesis Open. Among the most historic and longest-running events on the PGA TOUR, the Genesis Open is held annually at one of the of the world’s best courses - The Riviera Country Club. The signature golf event takes place February 12-18, 2018 and features one of the strongest fields of world-class PGA TOUR golfers.

World No. 1 Dustin Johnson will be back to defend his title, along with some of the world’s top players including Jordan Spieth, Justin Thomas, Rory McIlroy and Tiger Woods, among other top names.

“From the legendary Ben Hogan to the king, Arnold Palmer, through to defending champion Dustin Johnson and the highly anticipated return of Tiger Woods this year, golf’s elite have come together at this revered venue for nearly a century,” said Manfred Fitzgerald, Senior Vice President and Head of Genesis brand. “Golf is built on a foundation of honor and respect and it’s why we feel there is a strong alignment between our brand and this tournament. As a new global luxury automotive brand, we feel compelled to not only honor our drivers, and a sport built on respect, integrity and mutual admiration, but to make a positive difference in the world around us.”

TGR Foundation is the primary benefiting charity with proceeds from the event

supporting the foundation's college-access programs in Southern California. Genesis is proud to announce that for this year the brand is also doubling its grant award to the J. Paul Getty Museum Trust, which was the first corporate social responsibility award for the brand last year, to \$500,000. Last year's grant helped create an innovative education initiative to benefit high school students in Los Angeles and surrounding communities. Phase 1 of the Genesis-Getty initiative is an 18-month program designed to enhance learning through a model of See Your World, Share Your World, and Change Your World. Thousands of students from underserved communities and Title 1 schools in the LA area have participated in the program directly and online. This year's grant will support the initiative as it progresses into Phase II of the Getty Museum's development of this innovative education initiative.

Throughout the week, guests of the Genesis Open can enjoy a number of different activations and public spaces designed to honor the game of golf while showcasing the Genesis line of luxury vehicles:

The Genesis Lounge

Located in the heart of the Riviera course, the Genesis Lounge at hole 14 is a first-class fan lounge open to all guests. With soft seating and unobstructed views from tee-to-green, the Genesis Lounge is the perfect mix of comfort, luxury, and captivating moments of tournament play.

Genesis Performance Lab

Fans can learn to putt like the pros at the Genesis Performance Lab, also located at hole 14, where guests will have an opportunity to have their putting stroke analyzed by a PGA Professional. Participants will have their putting stroke captured in front of a TrackMan and then receive a one-on-one coaching session with a PGA Pro on the data.

Genesis' Showcase of Luxury Sedans

There will be several Genesis luxury sedans displayed throughout the property, including at the entrance and at holes 14 and 16. Genesis is also providing complimentary WiFi in select places around the course; The Clubhouse, the Genesis Lounge and The Bluffs hospitality tent.

Genesis' Commitment to the Golf Landscape

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The Genesis Open further solidifies Genesis' presence in the golf landscape. Genesis was the official vehicle of the CareerBuilder Challenge and 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 2018 calendar year. Genesis also provided the overall winner of the 2017 Genesis Invitational tournament the opportunity to play in the Genesis Open Official Pro-Am on February 14.

The PGA TOUR pros competing in the 2018 Genesis Open will have their chance to win not only the tournament, but an exciting expression of luxury. The player with the first hole-in-one each competition round on holes 14 and 16, will win a Genesis G80 Sport and their caddie will win a Genesis G80 Sport as well! In addition, the 2018 Genesis Open champion will receive an all-new Genesis G80 Sport.

This prestigious golf event in the country's second largest market will be broadcast nationally on CBS and the Golf Channel from February 15 – 18, 2018. 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, LLC is headquartered in Fountain Valley, Calif.. Genesis is a global luxury automotive brand that delivers 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.

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