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SANGHYUN PARK WINS IN TWO-HOLE PLAYOFF AT 2023 GENESIS CHAMPIONSHIP

- Sanghyun Park takes home a 300 million won cash prize, the GV80 Coupe, and the coveted exemption for the 2024 Genesis Scottish Open with 17-under 271
- Genesis delivers upgraded hospitality experiences, including the 'Championship Lounge' and the 'Genesis Suite,' attracting 16,598 spectators over four days

INCHEON, South Korea, Oct. 15, 2023 – Genesis successfully concluded the 2023 Genesis Championship at Jack Nicklaus Golf Club Korea in Songdo, Incheon.

Sanghyun Park defeated Yongjun Bae at the second playoff hole to win this year's tournament with a total score of 17-under 271, taking home a 300 million won cash prize and a Genesis GV80 Coupe as well as sponsor exemption rights to play in the 2024 Genesis Scottish Open.

Garam Jeon scored the first hole-in-one at the 17th hole during the third day of the tournament, winning the Electrified GV70 for himself and the GV60 for his caddie.

The 2023 Genesis Championship was attended by all six winners of previous events, including Sungjae Im, the 2019 tournament champion and recent Hangzhou Games gold and silver medalist. With approximately 16,000 spectators attending over the course of four days, the tournament garnered significant attention from golf enthusiasts in Korea.

As one of the most highly anticipated events of the year, this year's Genesis Championship introduced a range of new offerings under the theme of "Road to Excellence".

Genesis offered a wider range of tiered hospitality options for spectators this year by introducing the Championship Lounge that was offered to the public for a premium fee, along with the Genesis Suite that provides access exclusive to Genesis vehicle owners.

At the Gallery Plaza, diverse amenities and activities, including Full Swing simulators and Bang & Olufsen listening booths, as well as a variety of F&B options were available to spectators.

Moreover, the brand displayed its latest models on site, including the recently redesigned GV80 and GV80 Coupe, GV80 Coupe Concept, and the G70 Shooting Brake.

Genesis continued its tradition of extending its care not only to golfers but also to the caddies. A separate trophy for the winner's caddie and the Players & Caddies Lounge illustrated Genesis' ongoing commitment to supporting the sport through its sponsored events.

"I could feel Genesis' attention to detail throughout the tournament, and I think that led to a strong performance, ultimately resulting in a win," said Sanghyun Park. "It was one of the final games of the season that also offers exemption rights for [the Genesis Scottish Open], so I was nervous throughout the game, but I pulled it off."

Meanwhile, Jaemin Kim, who caddied for last year's winner Yeongsu Kim, garnered attention



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with his participation in this year's tournament. With Yeongsu Kim's winnings at the 2022 Genesis Championship and KPGA's Genesis Point Awards, the pair toured together on the DP World Tour as well as participating in the 2023 Genesis Invitational, setting a commendable example of a bond between a golfer and a caddie.

"The Genesis Championship focuses on honoring players and caddies while allowing players to live up to their fullest potential," said Mike Song, Global Head of the Genesis brand. "Through our sponsorship of major tournaments in Korea and around the world, we will continue to provide golf fans and all stakeholders with original brand experiences and strengthen the brand's global presence."

With the end of the 2023 Genesis Championship, Genesis-sponsored golf tournaments for the year have come to a close. Genesis' audacious commitment to the sport of golf will continue in 2024, kicking off the year as vehicle sponsor of the Abu Dhabi HSBC Championship in January and as title sponsor of the Genesis Invitational in February.

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