

GENESIS RETURNS FOR THIRD CONSECUTIVE YEAR AS TITLE SPONSOR OF PREMIER PGA TOUR EVENT – GENESIS OPEN

- Tournament to take place Feb. 11-17, 2019 at The Riviera Country Club
- Broadcast nationally on CBS and the Golf Channel Feb. 14-17, 2019

PACIFIC PALISADES, Calif., Feb. 11, 2019 – Luxury automotive brand Genesis is partnering with the PGA TOUR, TGR Live and TGR Foundation for the third year in a row to provide a premium experience for golf fans and guests at the Genesis Open. Held February 11-17, 2019 at one of the most iconic golf courses in the world, The Riviera Country Club, the Genesis Open will host one of the strongest fields of world-class PGA TOUR golfers in recent years.

Reigning 2018 champion Bubba Watson will make his return to defend his title along with other top players that include Dustin Johnson, Justin Thomas, Bryson DeChambeau and tournament host Tiger Woods. Watson's win in 2018 marked his third at the prestigious Riviera Country Club, following wins in 2014 and 2016. He is only the second golfer to be a three-time winner of the tournament at Riviera, sharing honors with Lloyd Mangrum, who took home the trophy in 1949, 1951 and 1953.

"We at Genesis couldn't be more thrilled to be back at one of the preeminent events on the PGA TOUR for a third year in a row," said Erwin Raphael, Chief Operating Officer, Genesis Motor America. "For nearly a century, The Riviera Country Club has given both legends and rising stars the opportunity to represent the highest standard of performance, a value shared by the Genesis brand as we continue to reshape the definition of luxury. We look forward to celebrating these champions who were Born to Rise and to sharing a premium experience with guests."

Guests of the Genesis Open can enjoy numerous activities and public spaces that honor the game of golf while showcasing the Genesis line of award-winning luxury vehicles:

The 2019 Genesis G70 was recently named the 2019 North American Car of the Year™, one of numerous prestigious awards given to the G70 to-date. Genesis is the youngest brand to earn the North American Car of the Year™ award.

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The Genesis Lounge

Located in the heart of Riviera, 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 Social Studio

Also located at Hole 14 at the Genesis Lounge and new this year, Genesis will create a versatile space at the back of the lounge where various experiences and live tapings of social and digital content will take place throughout the week. The new interactive space gives guests a unique chance to see some of their favorite online personalities and influencers in action.

Genesis Performance Lab

Fans can learn to putt like the pros at Hole 14's Genesis Performance Lab. After having their putting stroke captured in front of a TrackMan golf simulator, participants will receive a one-on-one coaching session with a PGA pro based on analysis of the data.

Mobile Charging Stations and Wi-Fi

To keep fans connected in real-time, Genesis will provide complimentary mobile charging stations in public hospitality areas and free sponsored Wi-Fi throughout the course.

Genesis Courtesy Valets

To bring the benefits of the Genesis Service Valet Experience from city streets to the back nine, the brand will offer golf cart shuttles between the course entrance and the Genesis Lounge at Hole 14.

Instagram Photo Ops

Genesis will partner with the tournament to provide guests with opportunities for engaging and eye-catching photos they can share on their personal social media channels.

Showcase of Luxury Sedans

2019 Genesis luxury sedans will be displayed throughout the property, including the flagship G90, G80 and the G70, recently named 2019 North American Car of the Year™. Display locations include the Genesis Entrance Pavilion, the Genesis Lounge at Holes 14 and 16, the Genesis Skybox and the Winner's Display (at the base of Hole 1 tee).

Shuttle Service

Genesis knows that sometimes guests need a lift, so custom Genesis-wrapped shuttles will provide service for the following locations at Riviera:

- Main entrance concierge tent to Genesis Lounge
- Uber Lot at Paul Revere Middle School to Main Entrance

Genesis Celebrates the Sport of Golf and Its Champions

The Genesis Open further underscores Genesis' commitment to a sport that rewards individuality and embraces challenge. Genesis was also the official vehicle of the Farmers Insurance Open. As part of these sponsorships, PGA TOUR players will drive Genesis vehicles in two of the first seven PGA TOUR events in 2019.

The PGA TOUR pros competing in the 2019 Genesis Open will have a chance to win not only the tournament but also a bold expression of performance and luxury. The player with the first hole-in-one in each competition round on Holes 14 and 16 will win a 2019 Genesis G70, as well as one for their caddie. In addition, the winner of the 2019 Genesis Open will receive an all-new 2019 Genesis G70.

The TGR Foundation continues as the primary charitable beneficiary of the Genesis Open, with proceeds from the event going to support the foundation's college-access programs in Southern California. Through its award-winning STEM curricula, college-access programs, digital platforms and educator professional development, the TGR Foundation offers underrepresented students the resources and support needed to thrive in school and beyond.

Genesis is also taking its commitment to supporting the Los Angeles community off the golf course and into the local environment. On the Monday following the tournament, Genesis will host a beach clean-up at Santa Monica State Beach from 10:00 am to 2:00 pm, as part of the company's dedication to environmental sustainability.

This prestigious golf tournament in the country's second largest market will be broadcast nationally on CBS and the Golf Channel from February 14 – 17, 2019. Follow the tournament on [Facebook](#), [Twitter](#) and [Instagram](#) to get updates and a behind-the-scenes look at the tournament action.

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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. All Genesis vehicles sold in the U.S. are covered by an industry-leading warranty with enhanced roadside assistance and concierge services. Within the past year, Genesis has won highest-ranked brand in the automotive industry awards for quality and owner satisfaction from industry experts such as J.D. Power, AutoPacific, and Strategic Vision. The newest Genesis product, the G70 luxury sport sedan, has garnered broad acclaim being named the 2019 North American Car of the Year, the MotorTrend 2019 Car of the Year, as well as a category winner in the Car and Driver 2019 10Best awards, among several others.

For more information on Genesis and its new definition of luxury, please visit www.genesis.com.

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