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Genesis renews as title partner of Genesis Scottish Open

PGA TOUR, DP World Tour co-sanctioned event begins tomorrow at The Renaissance Club

Editors: Click [here](#) for rights-free images from today's signing ceremony.

NORTH BERWICK, SCOTLAND and PONTE VEDRA BEACH, Florida – The DP World Tour and PGA TOUR today announced a multi-year agreement with Genesis to continue as title partner of the Genesis Scottish Open through 2030. The extension renews Genesis' commitment to Scotland's historic national open, the Rolex Series and FedExCup event which in 2022 became the first-ever tournament to be co-sanctioned by the PGA TOUR and DP World Tour.

Scotland's Robert MacIntyre returns to defend his title in North Berwick at The Renaissance Club Thursday, July 10. In 2024, MacIntyre sunk a 22-foot putt for birdie on the 72nd hole to beat Adam Scott by one stroke, becoming the first Scot to win his home open since Colin Montgomerie in 1999.

"Golf and Genesis share the same values: respect, integrity and excellence. Both demand attention to detail and unwavering commitment to quality," said José Muñoz, President & CEO of Genesis. "Renewing the Genesis Scottish Open through 2030 is a natural extension of our commitment to the game of golf and the communities it helps around the world. Following our recent designation as the PGA TOUR's first-ever Official Automotive and Mobility Partner, this tournament reinforces our role in shaping the future of golf through innovation, hospitality and global partnership. As our brand continues to grow globally, the Genesis Scottish Open remains a cornerstone of our efforts to build meaningful connections with fans and elevate the sport at every level."

The Genesis Scottish Open dates to 1972 and has been a permanent fixture on the DP World Tour schedule since 1986. As both a FedExCup event and part of the Rolex Series on the DP World Tour's Race to Dubai, the tournament features a split field of 75 players from both the PGA TOUR and DP World Tour, with additional spots to leading players from the Korean Professional Golf Association (KPGA), in a nod to Genesis' Korean heritage.

The Renaissance Club is set to host the event for the seventh consecutive year, during a period of continued growth and development of all aspects of the tournament, with MacIntyre, Rory McIlroy (2023) and Xander Schauffele (2022) winning the tournament as a co-sanctioned event. Other past champions at The Renaissance Club include Min Woo Lee (2021) and Aaron Rai (2020).

"Genesis continues to be an incredible partner to the game of golf worldwide and they have been pivotal in growing the Genesis Scottish Open into one of the world's premier tournaments," said Guy Kinnings, Chief Executive Officer of the DP World Tour. "We have once again welcomed a star-studded field to the impressive venue here at Renaissance Club this week and this long-term agreement allows us to develop

ambitious plans to further elevate the tournament in every way, alongside Genesis and our Strategic Alliance partners at the PGA TOUR.”

The PGA TOUR and Genesis have been partners since 2016, when the luxury automotive brand signed on as the title sponsor of the historic The Genesis Invitational, hosted by Tiger Woods at The Riviera Country Club in Pacific Palisades, California, one of the TOUR’s longest running events. Following several successful seasons, Genesis added title sponsorship of the Genesis Scottish Open to its portfolio starting in 2022, the first co-sanctioned event by the PGA TOUR and DP World Tour. The brand is also a founding partner and official automotive partner of TGL and has served as the Official Automobile Sponsor of numerous Presidents Cups.

“The PGA TOUR is proud to continue our growing relationship with Genesis, as the globally recognized brand renews its commitment to the Scottish Open just a few weeks removed from a new global marketing partnership that included sponsorship of the World Feed, which is actively promoting the TOUR’s international stars,” said PGA TOUR Commissioner Jay Monahan. “Scotland’s national open continues to reach new heights after Robert MacIntyre’s electrifying win a season ago, and we are eager to continue elevating this premier event to a global audience alongside our Strategic Alliance partners at the DP World Tour.”

Genesis’ relationship with the DP World Tour also includes its title partnership of the Genesis Championship in Korea. The tournament, co-sanctioned with the KPGA, takes a prime position on the Race to Dubai schedule as the final event on the ‘Back 9’ - a series of nine tournaments before the season-ending Playoffs that encompass several of the DP World Tour’s most historic tournaments and national Opens.

Last month, the PGA TOUR and Genesis also announced a new Global Official Marketing Partnership that named the luxury brand the Official Vehicle of the PGA TOUR and PGA TOUR Champions and an Official Mobility Partner of the PGA TOUR. As part of launching the multi-year agreement, through 2030, Genesis also became the first-ever sponsor of the PGA TOUR’s World Feed, a milestone underscoring the brand’s global presence.

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About PGA TOUR

By showcasing golf’s greatest players, the PGA TOUR engages, inspires and positively impacts our fans, partners and communities worldwide.

The PGA TOUR, headquartered in Ponte Vedra Beach, Florida, co-sanctions tournaments on the PGA TOUR, PGA TOUR Champions, Korn Ferry Tour, PGA TOUR Americas and administers PGA TOUR Q-School presented by Korn Ferry and PGA TOUR University. TOUR members represent the world’s best players, hailing from 28 countries and territories. Showcasing the biggest moments in the sport with history and legacy on the line, the PGA TOUR has long-term domestic distribution partnerships for broadcast coverage on CBS, NBC and Golf Channel and video streaming service on ESPN+. Internationally, PGA TOUR coverage is available across 200+ countries and territories in 30 languages via 39 broadcast and digital partners. Virtually all tournaments are organized as non-profit organizations to maximize charitable giving, and to date, tournaments across all Tours have generated more than \$4 billion.

Fans can follow the PGA TOUR on the new PGA TOUR app and PGATOUR.COM, and on social media

channels, including [Facebook](#), [Instagram](#) (in [Spanish](#), [Korean](#) and [Japanese](#)), [LinkedIn](#), [TikTok](#), X (in [English](#), [Spanish](#) and [Japanese](#)), WhatsApp (in [English](#) and [Spanish](#)), [WeChat](#), [Weibo](#), [Toutiao](#) and [Douyin](#).

About the DP World Tour

The DP World Tour is the main men's professional golf tour of the European Tour group.

As golf's global tour, we showcase global talent in global destinations and use our platform to build, entertain and connect our global community.

GLOBAL TALENT: We provide pathways and a platform for the leading international talent, bringing together golfing icons, national heroes and emerging stars from around the world.

GLOBAL DESTINATIONS: We stage tournaments in iconic cities and locations around the world and each week we celebrate and showcase the rich diversity of the courses, cities and cultures we visit.

GLOBAL COMMUNITY: We build, entertain and connect communities through our commitment to innovation, creative content and having a positive social and environmental impact.

Our 2025 Global Schedule features 42 tournaments in 26 different countries and comprises three distinct phases: five 'Global Swings', the 'Back 9' and the 'DP World Tour Play-Offs'. It features five Rolex Series events – the premium category of events on the DP World Tour - and four Major Championships, all of which count towards the Race to Dubai Rankings, the Tour's season-long competition which concludes at the DP World Tour Championship in Dubai.

DP World, the leading provider of global smart end-to-end supply chain and logistics solutions, has been the title partner of the DP World Tour since the start of the 2022 season, the Tour's 50th season following its formation in 1972.

We also enjoy the support of many of the world's leading business brands with DP World, Rolex, Aldar, BMW, Buffalo Trace Distillery, Emirates, Fortinet and Vestas as Official Partners.

About the Rolex Series

The Rolex Series is the premium category of events on the DP World Tour, comprising five tournaments in 2025, staged in a variety of world-class golfing locations around the globe, each with a minimum prize fund of US\$9 million.

Showcasing innovation, enriched media, content and broadcast coverage, and a superior event experience for both fans and for the world's top players, the list of Rolex Series Champions includes some of golf's most distinguished names.

The Rolex Series was launched in 2017, coinciding with the 20th anniversary of Rolex's enduring partnership with the European Tour group.

In 2025, the Rolex Series comprises; the Hero Dubai Desert Classic (January 16-19), the Genesis Scottish Open (July 10-13) the BMW PGA Championship (September 11-14), the Abu Dhabi HSBC Championship (November 6-9) and the DP World Tour Championship (November 13-16). The latter two events comprise the DP World Tour Play-Offs and feature the leading 70 and 50 players from the Race to Dubai respectively.

About Genesis

Founded as the luxury arm of Hyundai Motor Group in 2015, Genesis places customer comfort at the center of every decision, redefining luxury with a distinctly Korean perspective and an audacious spirit. Rooted in its Athletic Elegance design philosophy, Genesis delivers an award-winning lineup that blends progressive design, advanced safety technologies, and dynamic performance. Each model is engineered to provide a secure and sophisticated driving experience.

Committed to a more sustainable future, Genesis is leading the shift toward electrification with models like the Electrified G80, GV60, and Electrified GV70, with plans to expand electrified powertrains across its portfolio.

As Genesis moves beyond its 10th anniversary, the brand sets its sights on the future, driving forward with an unwavering commitment to refining disruption in every aspect of its business.

For more information, please visit the official website at genesis.com or the global newsroom at newsroom.genesis.com

Scotland, the Home of Golf

Scotland is renowned around the world as the Home of Golf. It is the birthplace of the game and to this day remains its historical home. It is also a modern, dynamic and world-class golf events and tourism destination welcoming hundreds of thousands of golfers every year and regularly playing host to the biggest tournaments in the world.

Golf tournaments provide the perfect stage to showcase Scotland's first-class courses to the world. The Scottish Government is committed to continuing to support the growth of the game in this country, including through activity delivered by organisations including VisitScotland, Scottish Development International and Scottish Golf. This includes; supporting economic and business growth within the Scottish economy, driving increased participation in the sport and helping to nurture the next generation of Scottish golfing stars.

For more information on the Scottish Government and its partners: www.scotland.org | www.visitscotland.com | www.scotnet.co.uk