

PRESS CONFERENCE
February 17, 2026

TIGER WOODS
JOSÉ MUÑOZ, President & CEO, Genesis



THE MODERATOR: Welcome, and thank you all again for joining us today. We are proud to be back at the Riviera Country Club for the 2026 Genesis Invitational. As Tiger mentioned, this week we celebrate not only our return to the Pacific Palisades community but also the 100th playing of this tournament.

Today, we're gathered for another special announcement. We joined forces with Genesis a decade ago, and together with their support we've elevated this tournament into one of the premier stops on the PGA TOUR calendar.

Here with some exciting news to share, I'd like to turn our attention over to the president and CEO of Genesis, José Muñoz. José?

JOSÉ MUÑOZ: Good morning, everybody. Thank you, Mike. Such an honor to be with you. This is the year of the horse, and I'm here with the GOAT. Such a nice honor, right?

What can I say about Tiger? I think 82 PGA TOUR victories, 15 majors, and I think also the all-time record No. 1 in the TOUR, not to mention the fact that he's the only player that has been able to win four majors in a row.

I believe now all the pros call it the Tiger Slam, so congratulations.

I also want to highlight the great leader that we have in our group, Euisun Chung. We call him the executive chair. Because he had the vision 10 years ago to create a luxury brand. A lot of companies have tried hard, but I'm here very proud to tell you that we've seen in 10 years, Genesis has been the fastest growing luxury brand in the world. So we have become No. 1 by selling more than 1 million luxury vehicles, luxury Genesis, in less than 10 years, which is remarkable.

That's why I'm so honored to announce today that we are going to remain the title sponsor through to 2030, and this is something remarkable and we're very, very proud to announce.

Also such a remarkable year, right. So you saw in the back this is the 100th playing of this tournament, so it's a very special year. Also because it is happening the year after the wildfires hit California very hard.

As a local brand here, you may know that we are based here in Southern California. We created the California Rises together with the TGR Life and with the



PGA TOUR and with Tiger. We donated last year \$8 million to the first responders, to the firefighters, and also we helped rebuild a lot of houses here.

I'm very glad to announce that this week we have increased our donation with another \$1 million. For all these reasons, I think this is a very, very special moment for us, and I'm really happy to be here with you and with Tiger making this announcement. Thank you very much.

THE MODERATOR: Tiger, I know the Genesis Invitational means so much to you as tournament host. Of course it benefits TGR Foundation. What does this announcement mean to you?

TIGER WOODS: Well, it's an opportunity for us to continue working together. We've had an amazing 10 years, and to be able to say that we're going through 2030, the amount of kids that we're going to be able to serve because of this, it's going to be incredible.

This is the home site. This is what you guys have all seen over the years with us being part of the Southern California community with the TGR Foundation. To be able to continue this commitment to the golf course, to Southern California and to all the people we serve is fantastic.

Q. José, I'm curious, this event, partnering obviously with Tiger Woods as a host, the TGR Foundation, why is this so important for the Genesis brand? What is the alignment you see and the benefit that comes from a tournament like this to the Genesis Motor Company?

JOSÉ MUÑOZ: Well, as I mentioned earlier, a lot of people have tried to create luxury brands in history, and a lot of them we don't even know because they were not successful; they failed.

For us 10 years ago under the leadership of the executive chair creating this brand and then making the decision that we wanted to be partners with the PGA TOUR, with the TGR life, with Tiger, and getting into golf consistently, which a lot of people say, hey, 10 years is a lot. It's really nothing. I think this is just the beginning. It was a big decision for us.

I remember that back in the days we were selling after a couple of years like 2,000 to 3,000 Genesis, and then this year alone, we beat the all-time record in the United States, 82,000 sales, and globally 225,000. And then as mentioned, we have achieved 1 million sales Genesis in just eight years and six months.

Most brands, even very famous ones I don't want to mention, they've taken much longer. So it meant a lot for us. It was a big commitment. We cannot be happier with everything that we've done together. We're very happy with the partnership. It's more than a partnership; it's a personal friendship and appreciation with Tiger, with our



executive chair, and all the members of the team, and then of course I'm very, very happy to make this announcement.

Q. José, is part of the extended commitment related to possibly moving the date of this tournament or becoming a playoff tournament as you continue on?

JOSÉ MUÑOZ: Well, there's some discussions there, as you know. There is a new commissioner, a new CEO in Brian. He's bringing a lot of new ideas, and as Tiger mentioned, you're in the early session. There's a lot of discussions. We are all discussing how we can make this better, and as Tiger mentioned, it needs to be good for everybody, for them, for the sponsors, for the customers, and mainly for the followers.

I think this is a possibility. We're very open minded and willing to make things better.

I'm a resident here, and normally you don't see the rain, so it's almost a blessing when you see rain, but it's always better to play when there is no rain.

Q. Tiger, a similar question about the schedule. Wearing your other hat as a board member, was that sort of on your mind, thinking about that with your own tournament and all the things that you might be juggling, making sure in this deal that there's the flexibility to move it if it came to that?

TIGER WOODS: Yeah, we're looking at everything. That's part of the committee, the FCC. We're looking at literally everything.

Some things that we've taken a look at we've nixed off the table and there's other opportunities that have grown and we've flushed out. As I said, the player directors have been unbelievable trying to figure all this out because we represent the player body and we're trying to create the best product we possibly can for all our partners and fans and everyone who's involved.

Whatever that looks like, whether it's us staying here in southern California, whether it's us staying here at this time and date or us moving to August or some other time, we're looking at everything. It changes day-to-day, so if you ask me tomorrow, that might change.

Q. José, as it relates to customers and hospitality, et cetera, you also sponsor another increasingly really good tournament in Scotland. Would it be important, depending on how things go, to have some separation in terms of the tournaments you host?

JOSÉ MUÑOZ: To be honest, I think separation is not so critical for us. What is very important is that the tournaments are really meaningful, that the players want to come and play, which is the case, that there is a good partnership, and then that we have everything perfect.



So every year we've been working on how to make this tournament better. We listen to everybody, and then we try to make it better. I'm sure you've been around; you've seen the evolution of the hospitality and everything

What is important for us is to make it perfect for the consumers, for the golfers, for the organizers, for the other sponsors, because we really put our hearts and souls into this activity. But then beyond that what is very important for us as a brand and ultimately obviously we are here on business is to be able to extend the impact of these type of events all the way through the years as much as possible, and this is something we are discussing with the PGA TOUR, as well.

THE MODERATOR: Thank you, José; thank you, Tiger, and thank you all for joining us, not only today but this week for the 2026 Genesis Invitational.

