

**2025 Farmers Insurance Open Message Document**

***\*Reminder:*** Always use “San Diego” instead of “La Jolla” when referring to where the event is held.

1. **Farmers supports L.A.:** Together with their nonprofit partners, Farmers Insurance helps communities plan and prepare for natural disasters and recover in the aftermath. In support of their continued disaster relief efforts, Farmers will make an additional donation for all birdies across the duration of the tournament competition, contributing to their on-going support of the wildfire relief efforts in the Los Angeles area. The Farmers Insurance Open is one of six PGA TOUR events played annually in California.
2. **Wednesday Start, Saturday Finish:** For the fourth year in a row, the Farmers Insurance Open will feature a Wednesday start and a Saturday finish. CBS Sports, kicking off its 68th consecutive year televising the PGA TOUR, will carry the final two rounds with evening viewing on the East Coast for an 8 p.m. ET finish. Jim Nantz will once again call the action live from the site of the AFC Championship game in Kansas City.
3. **Aon Swing 5 – AT&T Pebble Beach Pro-Am:** The Farmers Insurance Open marks the final week for players to qualify for the AT&T Pebble Beach Pro-Am through the Aon Swing 5. While the winner continues to earn a two-year exemption, 500 FedExCup points and entry into all 2025 Signature Events, top finishers can earn their way into upcoming Signature Events. The top five players not otherwise exempt who earn the most FedExCup points during the Sony Open in Hawaii, The American Express and Farmers Insurance Open will qualify for next week’s AT&T Pebble Beach Pro-Am, while the top five players not otherwise exempt who earn the most FedExCup points during those three events and the WM Phoenix Open, will qualify for The Genesis Invitational. The Aon Next 10 for the AT&T Pebble Beach Pro-Am and The Genesis Invitational was determined through the FedExCup Fall standings.
	1. **2024 rewind:** PGA TOUR rookie Matthieu Pavon claimed his first TOUR title at the Farmers Insurance Open to earn the top position in the Aon Swing 5 and qualify for the AT&T Pebble Beach Pro-Am, where he finished third. Kevin Yu (T6) and Stephan Jaeger (T3) also capitalized on strong finishes at Torrey Pines to earn their way to Pebble Beach and build momentum for successful seasons. Jaeger claimed his first TOUR title two months later at the Texas Children’s Houston Open and finished inside the top 50 in the 2024 FedExCup, while Yu captured the Sanderson Farms Championship in the FedExCup Fall for his first TOUR victory and secured his position within the Aon Next 10 for the AT&T Pebble Beach Pro-Am and The Genesis Invitational.

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|  | **Updated Aon Swing 5 standings (through The American Express)** |
| **Rank** | **Player** | **Points** |
| 1 | J.J. Spaun | 189 |
| 2 | Justin Lower | 178 |
| 3 | Alex Smalley | 119 |
| 4 | Charley Hoffman | 109.7 |
| 5 | Harry Hall | 100.292 |

1. **Stars out in San Diego:**
	* **Hideki Matsuyama**, the highest-ranked player in the field at No. 4 in the Official World Golf Ranking, is making his third start of the season after winning the opening event at The Sentry for his 11th career PGA TOUR title. Matsuyama is making his 12th consecutive appearance at the Farmers Insurance Open where he has two career top-10 finishes (T3/2019, T9/2023).
	* World No. 6 **Ludvig Åberg** returns to San Diego for his second appearance following a T9 in 2024, one of eight top-10 finishes on the season. Åberg is making his second following a T5 finish at The Sentry.
	* **Max Homa** is set for his ninth appearance at Torrey Pines, with the most recent of his six TOUR titles coming at the 2023 Farmers Insurance Open. Homa is in search of his first top-10 on TOUR since the 2024 Truist Championship in May.
2. **Rise of Pavon:** France’s Matthieu Pavon entered the 2024 Farmers Insurance Open as a PGA TOUR rookie making his third start as a member. Pavon had earned his card via the inaugural DP World Tour Top 10 in 2023 after birdies on his final four holes at the DP World Tour Championship secured his position on the PGA TOUR. His win at Torrey Pines – with a birdie on the 72nd hole to win by one stroke – propelled him to a season marked by two additional top-five finishes (3rd/AT&T Pebble Beach Pro-Am, 5th/U.S. Open) and being named a nominee for the Arnold Palmer Award as PGA TOUR Rookie of the Year (won by Nick Dunlap). Pavon was the only rookie to qualify for the season-ending TOUR Championship, where he finished T17.
3. **APGA Farmers Insurance Invitational:** Farmers will once again host the APGA Tour during the Farmers Insurance Open with the sixth playing of the APGA Farmers Insurance Invitational at Torrey Pines. The first round will be held on Saturday at the North Course, while Sunday’s final round will take place on the South Course and be broadcast live on the Golf Channel from 1:30-4 p.m. PT.
	* The Farmers Insurance Open supports the APGA Tour with a sponsor exemption going to one of the APGA’s top players. This year’s exemption was presented to Willie Mack III, who will make his 10th start on the PGA TOUR and second appearance at the Farmers Insurance Open (2021). Mack became one of the first APGA Tour players to compete in the U.S. Open in 2024, earning his spot by way of a three-man playoff at U.S. Open Final Qualifying.
	* Since 2020, Farmers has also provided financial support for select APGA Tour players. In 2025, Willie Mack III, Troy Taylor II and Gregory Odom, Jr., will serve as Farmers brand ambassadors, with Taylor and Odom in the field for the APGA Farmers Insurance Invitational.