

NEWS RELEASE



HONMA – Passion for a New Challenge For those who aim to improve scores New brand “Be ZEAL” debut !

Honma Golf Co.,Ltd. (Head office: Roppongi Hills Mori Tower 35F, 6-10-1 Roppongi, Minato-ku, Tokyo; representative director and president: Yasuki Ito) released a new brand “Be ZEAL” which was devoted to the serious golfers to markets around the world.

“Be ZEAL” means “Be zealous for golf!” and brand concept is ‘Clubs for average golfers who aim to improve their scores from passionate HONMA GOLF. “Be ZEAL” is the brand of long distance flights and forgiveness, while “TOUR WORLD” is for the ultimate custom brand.

Be ZEAL is a club for the golfers below.

- Aspiring toward just one stroke less and just one yard farther
- Average score is 90s, but hits 100s on a crucial moment
- Does not actively research golf equipment , but curious about popular clubs around them
- When buying clubs, unsure about which club fits the best

Be ZEAL has been designed by utilizing the abilities, acquired through high demands from professional golfers, TEAM HONMA, who are active in worldwide golf tours using “TOUR WORLD” clubs.

Honma has extracted the potential of wide range of golfers more than ever before. This is done through designing the head and shafts, as well as placing great emphasize and optimization on matching of the heads and shafts, at the highest dimention.

By improving the initial speed, trajectory and spin we optimized, Be ZEAL to provide longer carry distance effectively and easily, this also leads to improved scores.

*Note: The product range will be different at each sales areas.



Be ZEAL