

NEWS RELEASE

January, 2015

TOUR WORLD TW727 January 2, Friday, Debut!

Synergy of three powerful features brings about the industry's first W-Forged technology and increased variations beyond the previous model.

*** Coming Feb. 1 (Sun.) in the countries outside Japan**

On January 2, 2015, President & Representative Director of Honma Golf Co., Ltd, Koji Nishitani, will roll out the TW727 series, the second generation of Honma's Tour World, plus a series of new VIZARD shafts.

The major progression in the TW727 series is the industry's first W-Forged technology which has been adopted for the drivers (TW727 455 / 455s / 460) and the irons (specifically the TW727 Vn / V). This has improved carry performance and the feel at impact.

Furthermore, Honma's VIZARD shafts now come in two series: the VIZARD Y Series with a Yarn Prepregs Sheet for more accurate impact characteristics, a more noticeable bounce and more tenacity; and the VIZARD IB Series heavy carbon shafts featuring amorphous metal fibre for the irons, designed to increase competitiveness for our team of male Tour professional golfers. TEAM HONMA's tour pros have already been using these shafts and have demonstrated their performance capabilities with a series of successful results.

The 2015 TW727 Series comes with six types of VIZARD shafts: new heads for the drivers, irons, fairways and utilities; and the additional heavy carbon shaft for irons.

This wide range of variations meets the diverse needs of tournament professionals and stronger amateur golfers.

To learn more about our 2015 product line-up, please see the next page.

Honma's new product development activity has been intense in three key areas during 2014.

First, we have engineered feedback from our various Tour professionals into this range of new TW727 clubs and VIZARD shafts, which are designed for stronger amateur golfers who have the same needs as professionals.

Secondly, this year's new product development has exemplified Honma's ability to produce a wide range of golf equipment variations using the refined skills of its craftsmen. With the TW727 and the new VIZARD, Honma's skilled team have met the needs of better golfers, while developing production techniques which allow for speedy one-by-one assembly.

And third, we have further refined our capability to make custom-fitted golf clubs which exactly match each golfer's individual needs. This enables each Honma customer to find the exactly right club for his or her game, from among our many product variations. Your new Honma clubs will fit you perfectly, from the moment you first





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play with them.

With these three areas working in synergy together, in 2015 it's your turn to equip yourself with a set of Honma golf clubs which perfectly complement your game.

Stay tuned, for further evidence that Honma's passion and spirit for the sport of golf is still evolving.

[TW727 Series Line up]

DRIVER										
										
TW727 430			TW727 455		TW727 455s		TW727 460			
8.5°	9.5°	10.5°	9.5°	10.5°	9.5°	10.5°	9.5°	10.5°		
FAIRWAY							UTILITY			
										
3W (13°)		3W (15°)		5W	7W	UT 16°/19°/22°/25° * U25 shafts are made to order.				
IRON										
										
TW727 M		TW727 Vn		TW727 V		TW727 P				
SHAFT										
						YA	55	65	75	85
						YC	55	65	75	85
						YZ	55	65	75	85
						UT	55	65	75	85 95
						I	55	65	75	
						IB	85	95	105	

SHAFT		
	ARMRQ8	54
	ARMRQ8	62

[The Development Concept]

Functional Upgrade

1. TW727 woods and irons both employ the industry's first W-FORGED technology, greatly improving carry performance and feel at a sense of impact.
2. A new shaft material, YARN Prepregs Sheet, combines with layered amorphous metal fibres in the new VIZARD Y series shafts to provide a more desirable trajectory.
3. All TW727 heads are designed to have the optimum Center Of Gravity, producing spin characteristics and performance which can easily be fitted to an individual golfer's own needs.

Variations from previous Tour World model (TW717)

1. Improvements to clubface design and how the club sits at address.

Combination for 1W

Head (Loft) 9 types x VIZARD Shaft (Weight/Flex) 30 types = 270 Possibilities

Head (Loft) 9 types x ARMRQ (Weight/Flex) 7 types = 63 Possibilities

Combination for IRON

Head (Loft) 4 types x VIZARD Shaft (Weight/Flex) 16 types = 64 Possibilities

Head (Loft) 4 types x ARMRQ (Weight/Flex) 7 types = 27 Possibilities

2. Improvements to irons performance.

TW727 M: A model for golfers who prioritise maximum feel at impact, rather than carry & distance.

TW727 Vn: A model for golfers who prioritise maximum feel at impact, rather than carry & distance, but who feel that the blade / muscle back model is too hard to use and prefer a more forgiving head design.

TW727 V: A model for golfers for whom both feel at impact, and carry & distance, are equally important.

TW727 P: A model for golfers who prioritise carry & distance.

3. Improvements and variations in carbon shafts used in iron clubs.

4. Improvements and variations related to COG in drivers.