

June, 2016

New variation to brand "TOUR WORLD" for athlete golfers and serious golfers.

『TOUR WORLD TW-BM』

The Evolutionary muscle-back iron.

This model was born by the supervision of the tour pro Hideto Tanihara

HONMA GOLF CO., Ltd., (Head office: Roppongi Hills Mori Tower 35F, 6-10-1 Roppongi, Minato-ku, Tokyo; Representative Director & President: Yasuki Ito) releases triple-powered, evolutionary muscle-back iron. 『TOUR WORLD TW-BM』.

The brand "TOUR WORLD", we let "TRIPLE POWER" of "Shared Development Technology" which to make full use of the skill of the craftsman at maximum level, "Customized Production Capability" that can apply the demand from professional players and serious golfers instantly, "Fitting Capability" which can provide the most suitable club in response to link the needs of professionals and the serious golfers.

At first, we, the professional supporting team started the production because professional golfer Hideto Tanihara asked if it would be possible to enlarge the head of TW717M, for he wanted to try a muscle-back with more forgiveness.

While most of the male professional golfers use steel shaft for the irons, Hideto Tanihara uses "VIZARD IB" because of the "forgiveness of the carbon shaft" and "toughness and handle-ability of steel shaft" because the amorphous metal fiber is applied to this shaft.

Given that it would be assembled with the **VIZARD IB shaft** (carbon shaft), we were able to develop a head that is longer by 4.0 millimeters and taller by 3.5 millimeters than the TW727M, as "TOUR WORLD TW-BM".

Instead of simply enlarging the size of the head, using CAD to optimize the CG, this club maintains control and great impact feeling, with a larger sweet spot.

In addition, we have achieved to create a muscle-back iron that does not give discomfort at the time of address despite two degrees strong loft, and a design to meet the requirement of the professional to achieve higher, more powerful trajectories and greater distances without sacrificing exceptional levels of control.

The combination with the "VIZARD" shaft is even better. By enlarging the head, vibration through the shaft is unavoidable, but this shaft offers damping at better rates than the steel shaft.

Besides "VIZARD IB95 (S)" which would be the regular shaft for this model, 15 variations of VIZARD shafts (for irons) are offered to be assembled with this model, to meet the various needs of serious golfers.



TOUR WORLD TW-BM

— TOUR WORLD TW-BM Product summary —

【Product】 TOUR WORLD TW-BM

【Release date】 July, 2016

【Specification】

TOUR WORLD TW-BM

Number	#4	#5	#6	#7	#8	#9	#10
Loft angle / deg.	22	25	28	32	36	41	46
Lie angle / deg.	60.5	61.0	61.5	62.0	62.5	63.0	63.5
Length/inch	38.625	38.125	37.625	37.125	36.625	36.125	35.625
Balance	D-1						
Total Weight	400	406	412	419	427	435	442

The variation of the VIZARD shaft for order is as follows;

【List of custom order shaft specification】

VIZARD IB	IB85			IB95		IB105	
Flex	SR	S	X	S	X	S	X
Weight / g	82.5	84.0	85.5	94.0	95.5	103.5	105.0
Torque / deg.	3.25	3.20	3.15	3.00	2.95	2.80	2.75
Kick Point	High						

Standard Shaft: VIZARD IB95 S

VIZARD I	I55			I65			I75		
Flex	R	SR	S	R	SR	S	R	SR	S
Weight / g	56.5	58.0	59.5	67.0	68.5	70.0	76.5	78.0	79.5
Torque / deg.	3.06	3.01	2.96	2.76	2.71	2.66	2.46	2.41	2.36
Kick Point	Mid								

*Data refers solely to the #5 shaft



VIZARD IB

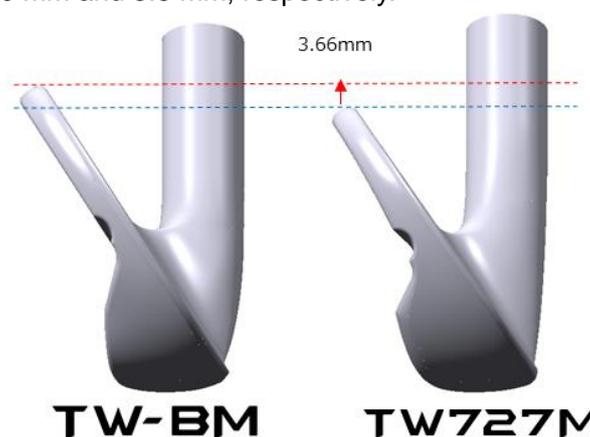
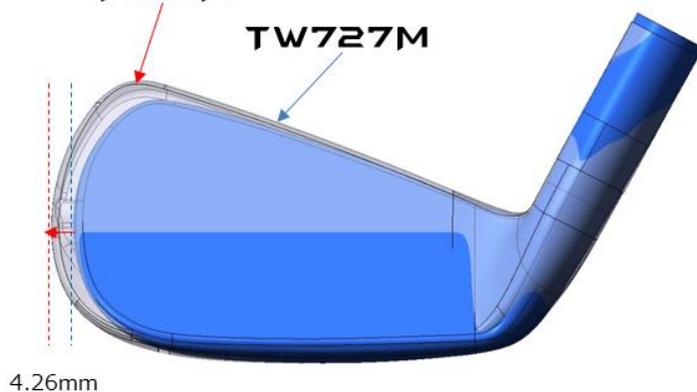


VIZARD I

【Head Size】

Longer and taller than the TW727M by a little over 4.0 mm and 3.5 mm, respectively.

TW-BM



The numerical value listed in the figure mentioned above are at the design level