

Announcing the arrival of a new brand!

TOUR WORLD × ARMRQ, VIZARD

2013.2.20 DEBUT !

Introducing TOUR WORLD, which is based on the concept of providing performance features and functions that can be used on an out-of-the-box basis by tour professionals, and VIZARD shafts, two types of which are offered – a springy(Mid Kick Point) type and a sticky (High Kick Point) type – based on a summary of data and needs obtained as feedback from pros under contract.

HONMA GOLF CO., LTD.

HONMA GOLF CO., Ltd., (head office: Roppongi Hills Mori Tower 35F, 6-10-1 Roppongi, Minato-ku, Tokyo; Representative Director & President: Koji Nishitani) hereby announces that it will begin selling HONMA TOUR WORLD golf clubs designed for golf enthusiasts who are driven to improving their game on [Month] [day], 2013 through product dealers nationwide.

HONMA TOUR WORLD golf clubs were developed based on the concept of providing performance features and functions that can be used on an out-of-the-box basis by tour professionals by incorporating feedback by professionals under contract to our company as much as possible.

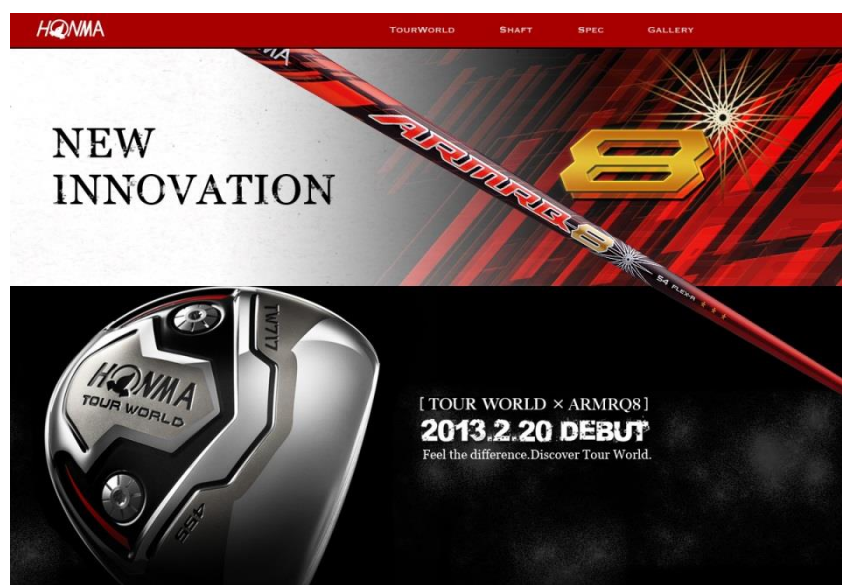
Clubs desired by tour professionals are those that offer sufficient carry distance and control performance for hitting balls accurately to targeted locations. HONMA TOUR WORLD will come in an extensive range of options to accommodate the specific demands of everyone from tour professionals to golf enthusiasts. We also focused on designing an exceptional face to allow golfers to harness their own abilities to the fullest extent and confidently imagine wielding effective control over the ball to the targeted location each time they set up their shot.

As for the shaft, the ARMRQ8, an upgrade over the ARMRQ6, will be released. The ARMRQ8 features, in addition to the pattern of fibers used for the ARMRQ6, extra 45-degree fibers to augment the capacity of the fabric to resist stress in the direction of torsion. This yields torsion stiffness and improved directionality at the point of impact and has made it possible to develop shafts that resist wobbling.

We also developed VIZARD, a new shaft exclusively designed for HONMA TOUR WORLD clubs to meet the needs of tour professionals and top amateurs. (The name VIZARD, a portmanteau of “victory” and “wizard”, is meant to convey an image of a wizard hauling in victories.) VIZARD shafts will be offered in two broad categories of shafts: a springy type of shaft and a sticky type of shaft.

See the following pages for a HONMA TOUR WORLD product outline.

Announcing the arrival of a new brand!



<A website specially set up for TOUR WORLD x VIZARD (illustration)>

HONMA TOUR WORLD DRIVER

In order to ensure that the perfect club for each individual can be selected, we offer three types of drivers: **the 430 cc, which delivers superior maneuverability, the 455 cc, which has been designed to prevent the clubface from closing too much on impact, and the 460 cc, which can be used by golfers to launch shots on a high trajectory.**

* The 460 cc also comes in a ladies' model.

[Features]

<TW717 430>

- The head feels substantial despite being undersized and comes in a form appreciated by professionals.
- A proprietary power-crown design helps golfers launch balls on a powerful trajectory.
- An audacious black matte finish.



TW717 430

<TW717 455>

- Presenting a 455-cc head to allow golfers to boldly strike balls with fearless determination.
- Sole weights have been placed in two locations to make balls fly with greater straightness.
- The head has been designed to limit the amount of backspin and enable the ball to carry further.



TW717 455

<TW717 460>

- A large head that does not feel bulky and that is ready to be set into position.
- Head structure intended to allow balls to be hit squarely and straight along a high trajectory.
- Optimal center-of-gravity design marked by low curvature width for superior maneuverability.



TW717 460



TW717 460 <Ladies>

【SPEC】

	430			455		460		460Ladies
Head material / Manufacturing process	Sole: G4 Titanium Crown:3AL-2.5V Titanium / Forged			Sole,Crown KS100/Forged		Sole: G4 Titanium Crown:3AL-2.5V Titanium / Forged		Sole: G4 Titanium Crown:3AL-2.5V Titanium / Forged
Face material	6-4V Titanium / Forged			VL Titanium/Forged		6-4V Titanium / Forged		6-4V Titanium / Forged
Shaft	ARMRQ8 62, 54 VIZARD TA75 TA65 TZ75 TZ65			ARMRQ8 62, 54 VIZARD TA75 TA65 TZ75 TZ65		ARMRQ8 62, 54 VIZARD TA65 TZ65 TA55		ARMRQ8 45 VIZARD TA50,
Length(inches)	45.25			45.5		45.5		45.0 (VIZARD) 44.25 (ARMRQ)
Loft(deg.)	8.5	9.5	10.5	9.5	10.5	9.5	10.5	11.5
Head volume (cm³)	430			455		460		460
Lie angle(deg.)	58.5			58.5		59.0		59.0
Distance to center of gravity(mm)	38.0			38.5		39.5		39.5
Height to Center of Gravity(mm)	34.5			35.0		35.5		35.5
Depth to center of gravity(mm)	38.5			39.0		40.0		40.0
Gravity Angle (deg.)	22.0			22.0		23.5		23.5
Swing weight · Gross weight(g)	ARMRQ8	R	D2 · 315	D1 · 312		D1 · 311		-
	62	S	D3 · 320	D2 · 317		D2 · 316		-
	ARMRQ8	R	D1 · 307	D1 · 306		D1 · 305		-
	54	S	D2 · 312	D2 · 311		D2 · 310		-
	VIZARD TA TZ75	S	D2 · 324	D2 · 323		-		-
	VIZARD	SR	D2 · 315	D2 · 314		D2 · 314		-
	TA TZ65	S	D2 · 317	D2 · 316		D2 · 316		-
	VIZARD	R	-	-		D1 · 306		-
	TA55	S	-	-		D2 · 311		-
	ARMRQ8 45	L	-	-		-		C6 · 276
	VIZARD TA50	R·2	-	-		-		C8 · 276

HONMA TOUR WORLD FAIRWAYWOOD

[Features]

- A center-of-gravity design according to club number enables the role of each club to be properly fulfilled.
- Rounded edges allow the golfer to take clean-cut shots and launch balls on an accurate trajectory.



【SPEC】

TW717 FW

<Mens>

Head material / Manufacturing process			SUS630/Casting			
Face material			High-Strength Customed Steel cup face / Forged			
Shaft			ARMRQ8 62, 54 VIZARD TA75, TA65, TA55, TZ75, TZ65			
#(No.)			3W	3W	5W	7W
Loft(deg.)			13	15	18	21
Head volume (cm ³)			158	156	149	137
Length(inches)			42.75	42.75	42.25	41.75
Lie angle(deg.)			58.5	58.5	59.0	59.0
Distance to center of gravity(mm)			32.5	32.5	32.5	32.0
Height to Center of Gravity(mm)			22.5	22.5	23.0	23.5
Depth to center of gravity(mm)			30.0	30.0	30.0	30.0
Gravity Angle (deg.)			22.0	21.0	20.0	18.5
Swing weight · Gross weight(g)	ARMRQ8 62	R	D0 · 328	D0 · 328	D0 · 332	D0 · 336
		S	D1 · 333	D1 · 333	D1 · 337	D1 · 341
	ARMRQ8 54	R	D0 · 321	D0 · 321	D0 · 325	D0 · 329
		S	D1 · 326	D1 · 326	D1 · 330	D1 · 334
	VIZARD TA TZ75	S	D2 · 341	D2 · 341	D2 · 345	D2 · 349
		SR	D2 · 332	D2 · 332	D2 · 336	D2 · 340
	VIZARD TA TZ65	S	D2 · 334	D2 · 334	D2 · 338	D2 · 342
		R	D1 · 323	D1 · 323	D1 · 327	D1 · 331
VIZARD TA55	S	D2 · 328	D2 · 328	D2 · 332	D2 · 336	

<Ladies>



TW717 FW
<Ladies>

Head material / Manufacturing process		SUS630/Casting								
Face material		High-Strength Customed Steel cup face / Forged								
Shaft		ARMRQ8 45,VIZARD TA50								
#(No.)		3W	5W	7W	9W					
Length(inches)	ARMRQ8	41.75	41.25	40.75	40.25					
	VIZARD	42.5	42.0	41.5	41.0					
Loft(deg.)		16	19	22	25					
Head volume(cm3)		158	149	136	126					
Lie angle(deg.)		59.0	59.0	59.5	59.5					
Distance to center of gravity(mm)		31.0	31.0	31.0	31.0					
Height to Center of Gravity(mm)		22.5	23.0	23.0	23.5					
Depth to center of gravity(mm)		30.5	30.5	30.0	30.0					
Gravity Angle (deg.)		21.0	18.0	17.0	17.0					
Swing weight · Gross weight(g)	TA 50	R2	C7	290	C7	294	C7	298	C7	302
	ARMRQ8 45 2S	L	C6	292	C6	296	C6	300	C6	304

【Release Date】 2013. 2. 20

HONMA TOUR WORLD UT

- A center-of-gravity design with a focus on lowering the center of gravity and enhancing maneuverability.
- With minimal face progression, golfers can take aim as if they were holding an iron.
- By adopting a face design characterized by partial thickness, spin performance is enhanced



TW717 UT

【规格】

Head material / Manufacturing process		SUS630/Casting						
Face material		High-Strength Customed Steel						
Shaft		ARMRQ8 62, 54 VIZARD UT950, UT850, UT650, UT550, NS PR0950GH						
#(No.)		UT16		UT19		UT22		
Loft(deg.)		16		19		22		
Lie angle(deg.)		59.0		59.0		59.0		
Length(inches)	ARMRQ	40.5		40.0		39.5		
	NS PR0950GH	40.0		39.5		39.0		
	VIZARD	40.5		40.0		39.5		
Distance to center of gravity(mm)		32.5		33.0		33.5		
Height to Center of Gravity(mm)		19.0		19.5		20.5		
Depth to center of gravity(mm)		25.0		25.0		25.5		
Gravity Angle (deg.)		17.0		17.0		17.5		
Swing weight · Gross weight(g)	ARMRQ8 62	R	D0	344	D0	348	D0	352
		S	D1	349	D1	353	D1	357
	ARMRQ8 54	R	D0	337	D0	341	D0	345
		S	D1	342	D1	346	D1	350
	VIZARD UT950		D3	378	D3	382	D3	386
	VIZARD UT850		D2	368	D2	372	D2	376
	VIZARD UT650		D2	351	D2	355	D2	359
	VIZARD UT550		D1	341	D1	345	D1	349
	NS PR0950GH	S	D2	384	D2	388	D2	392

<Ladies>



TW717 UT
<Ladies>

Head material / Manufacturing process			SUS630/Casting					
Face material			High-Strength Customed Steel					
Shaft			ARMRQ8 45,VIZARD UT500					
#(No.)			U22		U25		U28	
Length(inches)			39.0		38.5		38.0	
Loft(deg.)			22.0		25.0		28.0	
Lie angle(deg.)			59.5		59.5		59.5	
Height to Center of Gravity(mm)			21.5		21.5		21.5	
Distance to center of gravity(mm)			33.0		33.5		34.0	
Depth to center of gravity(mm)			25.5		27.5		28.0	
Gravity Angle (deg.)			18.0		18.0		18.0	
Swing weight · Gross weight(g)	ARMRQ 45 2S	L	C6	315	C6	319	C6	323
	VIZARD UT500		C7	317	C7	321	C7	325

【Release Date】 2013. 2. 20

HONMA TOUR WORLD IRON

Three different irons according to head form are offered: the TW717M (muscle-back), the TW717V (integrated cavity), and the TW717P (two-piece cavity). All heads are made to satisfy the demands of golf enthusiasts with the use of a soft-iron forged design favored by many intermediate to advanced-level players for its mild impact feel.



<TW717M FORGED>

[Features]

<TW717M FORGED>

- Accommodates the needs of professionals to the utmost to allow golfers to swing beautifully.
- Offers spin and control performance that can be harnessed with perfect ease by touring golfers.
- Soft-iron forging and a muscle-back design brought to you with confidence by HONMA.

【SPEC】

Head material / Manufacturing process		Forged								
Head plating		Half mirror + Mirror Finish / Double-layer Painting								
Shaft		Dynamic Gold								
#(No.)		3	4	5	6	7	8	9	10	
Loft(deg.)		21.0	24.0	27.0	30.0	34.0	38.0	42.0	46.0	
Lie angle(deg.)		59.5	60.0	60.5	61.0	61.5	62.0	62.5	63.0	
Face progression (mm)		4.75			5.25				5.75	
Distance to center of gravity(mm)		33.5	33.5	33.5	33.5	33.5	33.5	33.5	33.5	
Height to Center of Gravity(mm)		19.5	19.5	19.5	20.5	20.5	21.0	21.0	21.5	
Depth to center of gravity(mm)		3.6	3.4	3.2	3.0	2.8	2.6	2.0	1.8	
Gravity Angle (deg.)		-	-	9.0	-	-	-	-	-	
DG	Length(inches)		38.75	38.25	37.75	37.25	36.75	36.25	35.75	35.25
	Swing weight		R400	D1						
	Swing weight		S200	D2						
	Gross weight		R400	415	421	427	434	442	450	457
Gross weight		S200	420	426	432	439	447	455	462	470

【Release Date】

2013. 2. 20

[Features]

<TW717V FORGED>

- An integrated cavity to allow golfers to set up easily and feel secure when taking their shots.

- Can attain high trajectories with a low and deep center-of-gravity design despite its sharp form.

- An impact feel that can only be obtained from a club manufactured based on a soft-iron forged design.



<TW717V FORGED>

【SPEC】

Head material / Manufacturing process		Forged								
Head plating		Half mirror + Mirror Finish / Double-layer Painting								
Shaft		MODUS3								
#(No.)		3	4	5	6	7	8	9	10	
Loft(deg.)		20.0	22.0	25.0	28.0	32.0	36.0	41.0	46.0	
Lie angle(deg.)		59.5	60.0	60.5	61.0	61.5	62.0	62.5	63.0	
Face progression (mm)		4.25				4.75				
Distance to center of gravity(mm)		34.0	34.0	34.0	34.0	34.0	34.0	33.5	33.5	
Height to Center of Gravity(mm)		18.0	18.0	18.5	18.5	19.0	19.5	20.0	20.0	
Depth to center of gravity(mm)		3.6	3.6	3.3	3.3	3.0	2.6	2.2	2	
Gravity Angle (deg.)		-	-	9.0	-	-	-	-	-	
MODUS3	Length(inches)	38.75	38.25	37.75	37.25	36.75	36.25	35.75	35.25	
	Swing weight	R	D1							
		S	D2							
	Gross weight	R	401	407	412	419	426	433	441	448
S		405	411	417	423	431	438	446	453	

【Release Date】 2013. 2. 20

[Features]

<TW717P FORGED>

- A simple two-piece structure unique to HONMA with sharp lines and designed to allow golfers to set up their shots easily.
- This model offers a combination of stabilized directional and high-trajectory performance.
- The approach wedge emphasizes both a mild impact feel and spin performance.



<TW717P FORGED>

【SPEC】

Head material / Manufacturing process		Forged										
Face material		Maraging stainless steel (face) : No.3~No.10										
Head plating		Double-layer plating / Satin finish + Painted finish										
Shaft		ARMRQ8 62, ARMRQ8 54 VIZARD I550, NS PRO950GH										
#(No.)		3	4	5	6	7	8	9	10	11	SW	
Loft(deg.)		19.0	21.0	24.0	27.0	30.0	34.0	38.0	43.0	49.0	56.0	
Lie angle(deg.)		59.5	60.0	60.5	61.0	61.5	62.0	62.5	63.0	63.0	63.5	
Face progression (mm)		3.55		3.75	4.00			4.25		4.5	4.7	
Distance to center of gravity(mm)		35.0	35.0	35.0	35.0	35.0	35.0	35.0	35.0	33.0	33.0	
Height to Center of Gravity(mm)		20.0	20.0	20.5	20.5	21.0	21.0	21.0	21.5	21.5	21.5	
Depth to center of gravity(mm)		4.0	4.0	4.0	3.5	3.0	3.0	2.5	2.0	2.0	2.0	
Gravity Angle (deg.)		-	-	11.5	-	-	-	-	-	-	-	
ARMRQ8 62	Length(inches)	R	39.2	38.7	38.2	37.7	37.2	36.7	36.2	35.7	35.0	
		S	5	5	5	5	5	5	5	5	0	
	Swing weight	R	D0									D1
		S	D1									D2
Gross weight	R	360	366	372	378	384	391	399	406	416	418	
	S	365	371	377	383	389	396	404	411	421	423	

ARMRQ8 54	Length(inches)		39.2 5	38.7 5	38.2 5	37.7 5	37.2 5	36.7 5	36.2 5	35.7 5	35. 0	35. 0
	Swing weight	R	D0									D1
		S	D1									D2
	Gross weight	R	355	360	366	372	379	386	392	399	409	412
S		360	365	371	377	384	391	397	404	414	416	
VIZARD I550	Length(inches)		39.2 5	38.7 5	38.2 5	37.7 5	37.2 5	36.7 5	36.2 5	35.7 5	35. 0	35. 0
	Swing weight	R	D0									D1
		S	D1									D2
	Gross weight	R	355	361	368	374	380	386	393	400	409	412
S		360	366	373	379	385	391	398	405	414	417	
NS PR0950 GH	Length(inches)		39.0	38.5	38.0	37.5	37.0	36.5	36.0	35.5	35. 0	35. 0
	Swing weight	R	D1									D2
		S	D2									D3
	Gross weight	R	390	396	402	408	414	421	428	435	442	444
S		395	401	407	413	419	426	433	440	447	449	

<Ladies>



<TW717P FORGED>

<Ladies>

Head material / Manufacturing process		Forged							
Face material		Maraging stainless steel (face) : No.5~No.10							
Head plating		Double-layer plating / Satin finish + Painted finish							
Shaft		ARMRQ8 45,VIZARD I500							
#(No.)		5	6	7	8	9	10	11	SW
Loft(deg.)		24.0	27.0	30.0	34.0	38.0	43.0	49.0	56.0
Lie angle(deg.)		60.5	61.0	61.5	62.0	62.5	63.0	63.0	63.5
Face progression (mm)		3.75	4.00		4.25			4.55	4.75
Distance to center of gravity(mm)		35.0	35.0	35.0	35.0	35.0	35.0	33.0	33.0
Height to Center of Gravity(mm)		20.5	20.5	21.0	21.0	21.0	21.5	21.5	21.5
Depth to center of gravity(mm)		4.0	3.5	3.0	3.0	2.5	2.0	2.0	2.0
Gravity Angle (deg.)		11.5	-	-	-	-	-	-	-
ARMRQ8 45	Length(inches)	37.0	36.5	36.0	35.5	35.0	34.5	34.0	34.0
	Swing weight	L	C6						C7
	Gross weight	L	340	345	351	358	364	370	378
VIZARD I500	Length(inches)	37.5	37.0	36.5	36.0	35.5	35.0	34.5	34.5
	Swing weight	R2	C7						C8
	Gross weight	R2	341	346	353	359	367	373	380

【Release Date】 2013. 2. 20

Introducing the ARMRQ8!

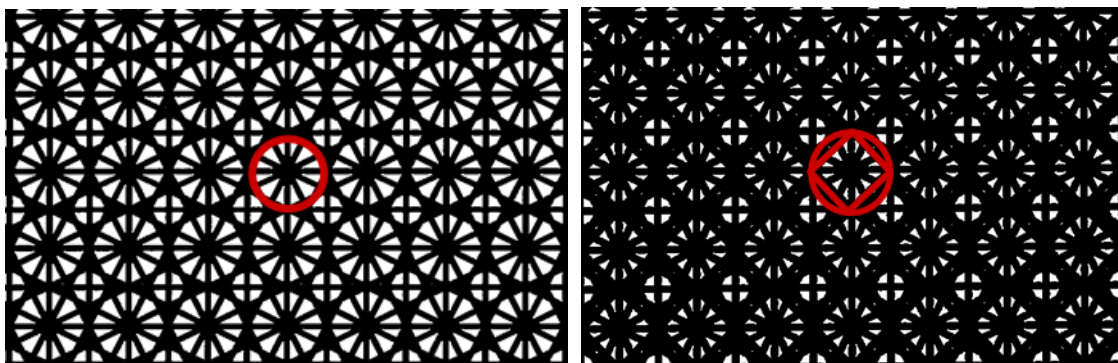


[Features]

The ARMRQ6 features a six-axis carbon fabric consisting of carbon fibers with combination angles approaching a circular shape to enable the shaft to handle forces from all directions and demonstrate an improved restoration power. An eight-axis carbon fabric builds on the circular theory applied to our six-axis carbon fabric and adds 45-degree fibers to augment the capacity of the fabric to resist stress in the direction of torsion. This yields improved torsion stiffness and improved directionality at the point of impact and has made it possible to develop shafts that resist wobbling.

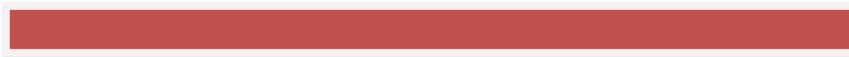
ARMRQ6

ARMRQ8



<Mens>

ARMRQ8 62



ARMRQ8 54



<Ladies>

ARMRQ8 45



【SPEC】

	FLEX	Gross weight (g)	Kick-point	Torque (deg.)
62 2S	S	66	Mid	3.65
	R	63	Mid	3.75
54 2S	S	58	Mid	3.85
	R	55	Mid	3.95
45 2S	L	46	Low	5.5

*Shaft weight is weight across full length measuring 1,140 millimeters.

Introducing a new shaft brand!

VIZARD Product outline

[Features]

We also developed VIZARD, a new shaft exclusively designed for HONMA TOUR WORLD clubs to meet the needs of tour professionals and top amateurs. (The name VIZARD, a portmanteau of “victory” and “wizard,” is meant to convey an image of a wizard hauling in victories.) VIZARD shafts will be offered in two broad categories of shafts: a springy type of shaft and a sticky type of shaft. These two basic types will be further modified in terms of weight and hardness to offer an extensive variety of shafts accommodating the diverse needs of golf enthusiasts.

- A new shaft developed to meet the needs of tour professionals and top amateurs
- Two types of shafts have been developed with opposing attributes: one which is clearly designed to be springy and the other which is clearly designed to be sticky
- Comes in an extensive range of weights and hardness to meet the needs of target clients

<TA shaft: Mid Kick Point type>

- The part of this shaft extending from the center to the grip is highly rigid to give the user the impression that the tip of this shaft is moving through the swing very rapidly.
- There is little pliability but the shaft snaps back very quickly.
- Design is focused on flight distance in terms of effectively hitting the ball squarely and straight and high-trajectory shots.

<TZ shaft: High Kick Point type>

- The part of this shaft extending from the center to the grip has been designed with a low degree of stiffness relative to the rest of this shaft in order to produce stickiness (pliability).
- This shaft appears to be pliable and it is easy to get a feel for the weight of the head for greater maneuverability.
- Design is focused on stability with the center and tip of this shaft exhibiting little in the way of movement; thus, the club resists being swung to the left and balls are more inclined to be hit low.

<Mens>

TA



TZ



< Ladies >

TA50



【规格】

	FLEX	Gross weight (g)	Kick-point	Torque (deg.)
TA 7 5	X	76.5	Mid	3.35
TA 7 5	S	73.5		3.45
TA 6 5	X	68.0		3.75
TA 6 5	S	65.0		3.85
TA 6 5	SR	63.5		3.90
TA 5 5	S	58.0		4.25
TA 5 5	R	55.0		4.35
TA 5 0	R2	49.5		5.40

※杆身重量使用全长 1140mm 的杆身

	FLEX	Gross weight (g)	Kick-point	Torque (deg.)
TZ 7 5	X	78.5	High	3.30
TZ 7 5	S	75.5		3.40
TZ 6 5	X	70.0		3.70
TZ 6 5	S	67.0		3.80
TZ 6 5	SR	65.5		3.85

*Shaft weight is weight across full length measuring 1,140 millimeters

	Gross weight (g)	Kick-point	Torque (deg.)
UT 9 5 0	94.5	Mid	2.45
UT 8 5 0	84.0		2.80
UT 6 5 0	66.0		3.20
UT 5 5 0	55.5		3.50
UT 5 0 0	48.0		5.05

※杆身重量使用全长 1025mm 的杆身

	FLEX	Gross weight (g)	Kick-point	Torque (deg.)
I550	S	58.5	Mid	3.06
I550	R	61.5		3.16
I500	R2	51.0		3.72

※ 7 I 的样式

[Testimonials from tour professionals]

- *The centers of both the TA and TZ shafts are firm to enable me to time my shots with ease.*
- *The TA shaft resists being drawn to the left as one might expect for a typical springy-type shaft with a tip that moves through each swing very quickly.*

The TZ shaft is designed in such a way that it feels as if you are pushing the ball forward. The tip is firm and resists being drawn to the left, which makes me think that this shaft could be immediately harnessed for use in a game at this very moment. Balls fly around 10 yards further with this shaft than the clubs that I'm using now.



Pros So-Yeon Ryu (upper left), Juvic Pagunsan (upper right), Soo-Jin Yang (lower left), and Masamichi Uehira (lower right) have been using the VIZARD shaft since the middle of the 2012 season.

Models slated to be used by pros contracted to TEAM HONMA in
2013

Caddy Bags Product outline (Part)

Tour pro models of caddy bags tagged with the HONMA TOUR WORLD name will also be released for sale.

[Features]

- Tournament pro models that are both practical and durable and that can be used in real tournaments by professionals;
- Extensive color variations (five color schemes in total).



Red
<CB-3301>



Pink



Orange



Saxe blue



Black

Weight: 5.5kg



Red
<CB-3302>



Pink



Orange



Saxe blue



Black

Weight: 3.9kg