HONMA NEWS RELEASE

December 2015

- Announcing the completion of the integration of our BERES series -

HONMA BERES 05 series debut

Three BERES models (S/E/U) have been updated with a complete redesign
of our proprietary heads and shafts!
We have achieved the most optimal flight and stability performance specs ever seen in our BERES line.

Honma Golf Co., Ltd., (Head office: Roppongi Hills Mori Tower 35F, 6-10-1 Roppongi, Minato-ku, Tokyo; representative director and president: Yasuki Ito) shall simultaneously release our new BERES S/IS-05 and U-05 series in January 2016 and our E/IE-05 series in February 2016 (slated) to markets around the world.

In contrast to our TOUR WORLD line of clubs for serious golfers, our BERES 05 series is targeted at golfers who wish to bolster their own skills with their clubs as they are particular about what they yield and want to enjoy playing the game rather than focusing too intently on their score. In order to accommodate such needs, we analyzed swings and trajectory tendencies based on fitting data and completed the integration of our BERES series with our proprietary, comprehensive head and shaft designs, as cultivated over time at our Sakata factory.

For our S model drivers, we pursued a center-of-gravity design for achieving optimization in terms of the three elements of superior flight (initial velocity of the ball, ball-hitting angle, and amount of spin) to realize the longest flight performance in the history of our BERES line of products thanks to an increased initial velocity, a higher trajectory, and reduced spin. Our fairway woods provide the longest flight performance of this series owing to the adoption of an innovative cup face and the use of a new head form design and center-of-gravity flow-through design for each club number. Our irons increase flight distance performance through a new face structure. A larger head helps to deliver optimal performance to targeted golfers as a result of efforts to make the ball easier to address and hit.

We designed our E model drivers by especially prioritizing the effectiveness with which balls are hit squarely and straight in order to deliver significant carry distance with a flexure made possible by creating the thinnest possible crown part for these clubs. Likewise, the irons were designed to provide longer carry distances and make it easier to obtain higher trajectories. (A version of our E model clubs for women is also available.)

Our U model features a load-position design for greater manipulability and a powerful trajectory across all club numbers in addition to a higher trajectory and straighter flight paths thanks to the use of tungsten weight screws to help mitigate flight distance lost even in windy conditions.

The shafts have been newly designed specifically for the 05 series. The use of ARMRQ∞ (Infinite) delivers a higher trajectory, reduced spin, and allows the user to hit balls squarely and straight. In addition to an eight-axis structure as inherited from previous models, the use of TORAYCA®T1100G* sheeting for all layers has produced a balanced design that prevents the weight of the head from being perceived by the user and a rigid design that results in a precise kick-back even after the shaft undergoes flexure to a significant degree during a swing. Users will find that it is even easier to swing through with their clubs and achieve maximum flight distances than ever before.

*TORAYCA®T1100G
This carbon fiber, developed through technical innovations by Torrey for next-generation aerospace applications, brings together two contradictory characteristics: ultra-high strength and high elasticity.

「S-05」DRIVER/FW
「IS−05」IRON

「U-05」UT

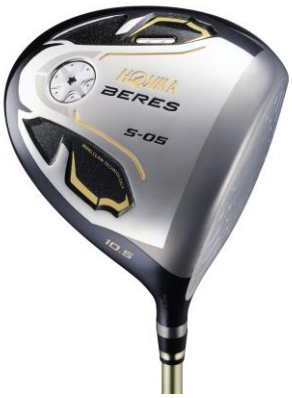
「E-05」DRIVER/FW
「IE-05」IRON

「E-05 Ladies」DRIVER/FW
「IE-05 Ladies」IRON

— HONMA BERES S/IS-05 Product details —

<S-05 DRIVER>

The total design of head and shaft.
High performance clubs for longer carry distance.



[Features]

- **A head structure that delivers the largest flexure effect for this series;**
- **An optimal center-of-gravity design for a higher trajectory and reduced spin;**
- **Combines well with the shaft to allow users to hit balls squarely and straight and achieve stabilized directionality.**

Ti-6-4 High-dense Forging Method Face
The rebound area has been expanded across our proprietary partially thick form thanks to a reinforced face. Three rib strands extending from the central thick part of the face effectively transfer the impact shock to the crown and sole of the head. Initial velocity is increased as the deflection of the crown and sole as bent by this impact is multiplied by the repulsive force of the face.
A powerful trajectory is generated.

Ti-3-2.5 Forge-cast Crown Honeycomb + Rib Mechanism" and a sole with a G4Ti forged-groove structure
By converting the impact shock of a hit ball into an effective flexure of the crown and clarifying the parts where the honeycomb and rib mechanism by which the deflection is effectively transferred to the face bends and reacts, the power that is transferred and the resulting tension is not squandered. The superb round form of the crown also affects flexure. Just as with the crown, the ribs on the sole also generate effective deflection.

Center-of-gravity design for a higher trajectory and reduced spin
The placement of five-gram SUS weights and inner weights to broadly weigh down the head around the flat face of the lowest part of the sole lowers the center of gravity to increase the effective hit-point distance and makes it possible to achieve a higher trajectory and reduce spin.

The hitting angle is stable even with low spin because of the shaft design.
Despite being longer, the ARMRQ∞ shaft, which was designed specifically for the 05 series as a shaft for those who prefer longer carry distances and which combine perfectly with our heads, features a balanced design that prevents the weight of the head from being unduly felt by the user, makes it easier for the user to swing through than before, provides excellent restorability that results in a precise kick-back even after the shaft undergoes flexure to a significant degree during a swing, is sticky, offers fantastic repulsive power, and prevents loss of momentum after impact. Stable directionality and optimal carry-distance performance have been achieved by joining the shaft, which is easy to inject from the inside, to the head, which has been produced to allow balls to be hit squarely and straight.

■ Release date: January 2016

■ Club specification:

Head material/Manufacturing process		Crown：Ti-3AL-2.5V Sole: G4Ti/Forged	
Face material/Manufacturing process		6-4 Titanium/Forged	
Loft (deg.)		9.5	10.5
Lie angle (des.)		60.0	
Head volume (cm^3)		460	
Length (inches)		46.25	
Swing weight - Gross weight (g)	ARMRQ∞48	R	D1, 281
		SR	D2, 284
		S	D2, 285
	ARMRQ∞53	R	D1, 290
		S	D2, 294
	ARMRQ∞44	R	D1, 277

Made in Japan

<S-05 FW>

Embodying a new structure, new design, and new ideas, this fairway wood is easy to use and is great for launching balls towards the green.

[Features]

- **An impressive flexure enables higher trajectories, greater carry distances, an exhilarating sense of repulsion, and powerful trajectories;**
- **A design based on a lower center of gravity for an improved meeting rate;**
- **Flow design by club number.**

Cup face mechanism (adopted for 3w only).

The concave zone (thin section) of the upper and lower face increases the amount of deflection of the face, which increases the repulsion, providing control and powerful trajectories.

Crown's partially different thickness design

A mesh-reinforced structure for the crown has been adopted to optimize flexure and deflection at the time of impact.

New head design

With conventional fairway woods, the space between the toe side of the sole and the ground surface formed when addressing the ball is considered dead space. By having the toe side of the sole conform to the shape of a sole that is proximate to the ground surface, however, we shrunk this dead space and successfully lowered the center of gravity by 2.5 millimeters despite having raised the height of the face by 2 millimeters. Consequently, we managed to increase the effective hit-point distance and bring the center of gravity and center point of the face closer together.

All clubs become ordnances with the center-of-gravity flow design

With a center-of-gravity flow design, the 3W allows for a higher trajectory thanks to its deep and low center of gravity and the 7W prevents the ball from being hit too squarely and straight thanks to its shallow center of gravity. Thus, the thickness of the sole is controlled according to club number, thereby resulting in an improved level of performance as expected for each club number.

■ Release date: January 2016
■ Club specification:

Head material/Manufacturing process			SUS630/Casting		
Face material/Manufacturing process			High-strength Custom Steel/Forged		
Number			3W	5W	7W
Loft (deg.)			15	18	21
Lie angle (deg.)			59.0	59.5	60.0
Head volume (cm^3)			190	179	171
Length (inches)			43.0	42.5	42.0
Swing weight ・Gross weight (g)	ARMRQ∞48	R	D0, 298	D0, 302	D0, 306
		SR	D1, 301	D1, 305	D1, 309
		S	D1, 302	D1, 306	D1, 310
	ARMRQ∞53	R	D0, 309	D0, 313	D0, 317
		S	D1, 313	D1, 317	D1, 321
	ARMRQ∞44	R	D0, 295	D0, 299	D0, 303

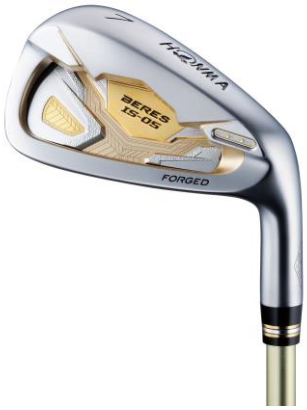
Made in Japan

<IS-05 IRON>

Carry distance, easy-to-hit, easy-to-address—the best BERES Iron ever.

[Features]

- **New face structure;**
- **The face's repulsion area is expanded;**
- **Balls can be hit squarely and straight.**



<u>The face's repulsion area is expanded by 25% (compared to the previous model).</u>

The face area is expanded by removing the welds from the face. It enables higher ball repulsion performance of the entire surface of the face.

By increasing the repulsion area by approximately 25 percent (over the previous model), the carry-distance loss when a ball is hit off-center has been mitigated and balls can now travel further than ever before.

<u>Higher carry performance</u>

With the new face mechanism, the stress on impact is concentrated, and the energy is transferred to the ball without loss, providing a longer carry distance.

<u>The larger head size enhances forgiveness.</u>

A mere one-millimeter increase in both the height and length of the head can confer a sense of ease on players, who will no doubt appreciate the dramatic improvement that has been achieved in terms of the ease with which balls can be hit and addressed. A larger head size makes the club feel shorter and allows the user to swing through with ease. The moment of inertia has also been increased for enhanced straight-flight performance.

■ Release date: January 2016

■ Club specification:

Conforming to 2010 New Groove Rules

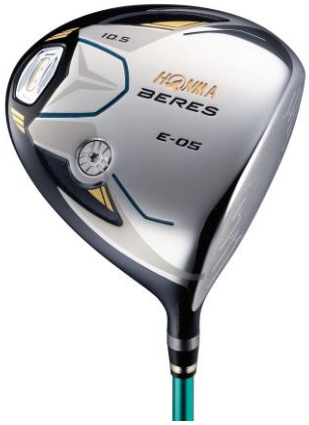
Head material /Manufacturing process			Mild-steel / Forged (body), Maraging stainless steel (Face)									
Head plating			Double-layer plating / Satin finish + Painted finish									
Number			4	5	6	7	8	9	10	11	AW	SW
Loft (deg.)			19.5	22.5	25.5	28.5	32.5	36.5	41.5	46.5	51.5	56.0
Lie angle (deg.)			60.5	61.0	61.5	62.0	62.5	63.0	63.0	63.0	63.0	64.0
Face progression (mm)			2.45	2.75	3.05	3.25	3.25	3.25	3.25	3.25	3.25	4.25
Length (inches)			38.5	38.0	37.5	37.0	36.5	36.0	35.5	35.0	35.0	35.0
Swing weight・ Gross weight (g)	ARMRQ∞48	R	C8, 352	C8, 358	C8, 365	C8, 371	C8, 377	C8, 384	C8, 390	C8, 396	C8, 396	C9, 398
		SR	C9, 355	C9, 361	C9, 368	C9, 374	C9, 380	C9, 387	C9, 393	C9, 399	C9, 399	D0, 401
		S	C9, 356	C9, 362	C9, 369	C9, 375	C9, 381	C9, 388	C9, 394	C9, 400	C9, 400	D0, 402
	ARMRQ∞53	R	C9, 358	C9, 364	C9, 370	C9, 376	C9, 383	C9, 390	C9, 396	C9, 402	C9, 402	D0, 405
		S	D0, 362	D0, 368	D0, 374	D0, 380	D0, 387	D0, 394	D0, 400	D0, 406	D0, 406	D1, 409
	ARMRQ∞44	R	C8, 349	C8, 355	C8, 361	C8, 367	C8, 373	C8, 380	C8, 386	C8, 392	C8, 392	C9, 395

Made in Japan

— HONMA BERES E/IE-05 Product details —

<E-05 DRIVER>

For the best performance of all.



[Features]

- **Low, deep-set center-of-gravity design;**
- **Maximum flexion effect;**
- **High, powerful trajectory.**

A design in which the club face provides better grip to the ball at impact.

The center-of-gravity is set to be low and deep without limit of the internal load and SUS weight screws provides top priority to the grip of balls at any rate.

The head is made with titanium 811 alloy, which is noted for its light specific gravity. By using lighter materials and making the crown thinner, approximately 10 grams of excess weight have been generated to facilitate a center-of-gravity design that is lower and more deeply set than ever before and that allows balls to be hit squarely and straight.

Special design that provides sufficient deflection even at the head speed of the target

The deflection achieved by the thinned crown (0.45 mm) provides a longer carry distance.

The crown rib structure arranged parallel with the surface of the face so that players can easily have deflection of the crown, high trajectories, and the longer carry distance.

The significantly lighter weight makes optimum center-of-gravity design possible.

By removing excess weight and by using lighter materials in our designs, Honma made it easier for golfers to execute their shots by applying optimum position design techniques.

■ Release date: February, 2016

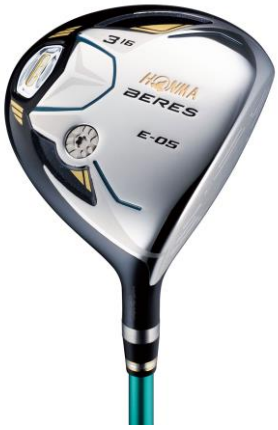
■ Club specification:

Head material/Manufacturing process		811 Titanium/Casting	
Face material/Manufacturing process		6-4 Titanium /Rolled	
Loft (deg.)		10.5	11.5
Lie angle (deg.)		60.0	
Head volume (cm^3)		460	
Length (inches)		45.75	
Swing weight - Gross weight (g)	ARMRQ∞44	R	C8, 273

Made in Japan

<E-05 FW>

All parts developed for the highest performance



[Features]

- **Maximum flexion effect;**
- **Optimal center-of-gravity design;**
- **Accommodates needs by club.**

The longer carry distance with deflection of the crown

The internal rib mechanism of the crown securely receives the impact from balls and maximizes the stress, achieving a longer carry distance.

Optimum center-of-gravity design with the excess weight obtained by a thinner crown

The center-of-gravity design focused on how easily the trajectory is increased.
By effectively distributing the excess weight generated by making the crown thinner to the sole and lowering the center of gravity, balls can be more easily launched onto a high trajectory.

The load method that meets the needs for each club is adopted.

An approach to load placement that accommodates needs by club has been adopted, such that the 3W allows balls to be lofted squarely and straight in an easy manner, the 5W allows balls to be hit squarely and straight to a moderate degree, and the 7W emphasizes manipulability and spin performance.

■ Release date: February 2016
■ Club specification:

Head material/Manufacturing process			SUS630/Casting		
Face material/Manufacturing process			High-strength Custom Steel /Rolled		
Number			3W	5W	7W
Loft (deg.)			16	19	22
Lie angle (deg.)			60.0	60.5	61.0
Head volume (cm^3)			178	167	159
Length (inches)			43.0	42.5	42.0
Swing weight, Gross weight (g)	ARMRQ∞44	R	C7, 287	C7, 291	C7, 295

Made in Japan

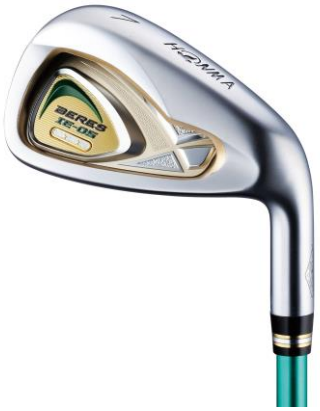
<IE-05 IRON>

Easier to hit with longer carry distance

The unique irons through parts design best suited to the target

[Features]

- **A large head for easier play;**
- **This design allows you to easily hit shots with a high trajectory;**
- **Repulsion area is expanded.**
-



New idea, weight distribution to sole/heel

Irons having the head mechanism with the greatest grip for target golfers, which transfers maximum energy to the ball.

New face structure is adopted (5 iron to 8 iron)

New face structure (5 iron, 8 iron) is expanded to the lower portion of the face.

The number of mishits from a variation in the impact is reduced.

Optimum center-of-gravity provided by new sole thickness design

The new sole design with a thicker bottom and leading edge provides an extreme lower and deeper center of gravity. By distributing the weight towards the heel side, the distance to the center of gravity is shortened to allow the ball to be more easily hit in a square and straight manner, increase the straightness of the path the ball will follow, and transfer maximum power to the ball.

■ Release date: February 2016

■ Club specification:

Conforming to 2010 New Groove Rules

Head material/Manufacturing process			SUS630/Casting (body) + Maraging stainless steel (Face)							
Head plating			Double-layer plating / Satin finish + Mirror + Painted finish							
Number			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.)			61.0	61.5	62.0	62.5	63.0	63.0	63.0	63.5
Face progression (mm)			1.75	2.25	2.75	2.75	3.25	3.75	3.75	4.25
Length (inches)			38.0	37.5	37.0	36.5	36.0	35.5	35.0	35.0
Swing weight, Gross weight (g)	ARMRQ∞44	R	C6, 336	C6, 342	C6, 348	C6, 354	C6, 360	C6, 366	C6, 372	C7, 374

Made in Japan

— HONMA BERES E/IE-05/U-05 Ladies Product details —

<E-05 Ladies DRIVER> <E-05 Ladies FW> <IE-05 Ladies IRON>
<U-05 Ladies UT>

Accomplished further evolution, BERES Ladies
Beautifully designed and the longest carry distance yet

■ Release date: March 2016 *U-05 Ladies accepting Orders
■ Club specification:

DRIVER

Head material /Manufacturing process		811 Titanium /Casting	
Face material /Manufacturing process		6-4 Titanium /Rolled	
Loft (deg.)		11.5	12.5
Lie angle (deg.)		60.0	
Head volume (cm^3)		460	
Length (inches)		44.25	
Swing weight, Gross weight (g)	ARMRQ∞39	L	C3, 263

Made in Japan

FW

Head material /Manufacturing process			SUS630/Casting		
Face material /Manufacturing process			High-strength Custom Steel /Rolled		
Number			3W	5W	7W
Loft (deg.)			16	19	22
Lie angle (deg.)			60.0	60.5	61.0
Head volume (cm^3)			178	167	159
Length (inches)			41.75	41.25	40.75
Swing weight, Gross weight (g)	ARMRQ∞39	L	C1, 277	C1, 281	C1, 285

Made in Japan

IRON

Head material /Manufacturing process			SUS630/Forged (body) + Maraging stainless steel (Face)						
Head plating			Double-layer plating / Satin finish + Mirror + Painted finish						
Number			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.)			61.0	61.5	62.0	62.5	63.0	63.0	63.0	63.5
Face progression (mm)			1.75	2.25	2.75	2.75	3.25	3.75	3.75	4.25
Length (inches)			37.0	36.5	36.0	35.5	35.0	34.5	34.0	34.0
Swing weight, Gross weight (g)	ARMRQ ∞39	L	C0, 324	C0, 330	C0, 336	C0, 342	C0, 349	C0, 355	C1, 363	C1, 363

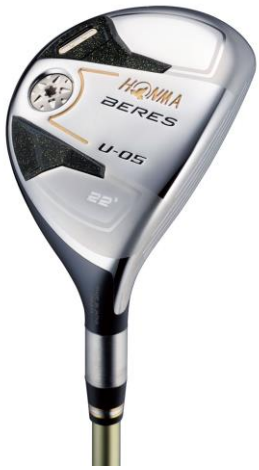
Made in Japan

UT *U-05 Ladies accepting

Head material /Manufacturing process			SUS630/Casting			
Face material /Manufacturing process			High-strength Custom Steel /Rolled			
Number			U19	U22	U25	U28
Loft (deg.)			19	22	25	28
Lie angle (deg.)			60.0			
Head volume (cm^3)			138	137	137	137
Length (inches)			39.5	39.0	38.5	38.0
Swing weight, Gross weight (g)	ARMRQ ∞39	L	C1, 294	C1, 298	C1, 302	C1, 306

Made in Japan

— HONMA BERES U-05 Product details—



<U-05 UT>

Creating more accuracy with higher trajectory.

[Features]

- Consistent load design for all club numbers;
- Effective layout of tungsten weight screws;
- The leading edge shape is easy to aim at the target (linear).

Unified load position design in which all clubs are arranged to the neck and face sides.
The unified load position design with higher usability and powerful trajectories is adopted.
Every loft ensures the same trajectories and feeling.

Tungsten weight screws are arranged in optimum positions.
Each loft has tungsten weight screws of approx. 7 g.
A center-of-gravity design that delivers high-trajectory and excellent straight-flight performance even when playing into a head wind.

The shape is designed to assign top priority to making a shot dead to the pin.
This club has been finished to feature a rounded heel to impart a sense that it can be wielded expertly even in the rough without becoming entangled in the vegetation. At the same time, face progression has been reduced to allow balls to be more effectively hit in a square and straight manner. In addition, a linear leading edge renders it easier to properly face the intended target when addressing the ball.

■ Release date: January 2016
■ Club specification:

Head material/Manufacturing process			SUS630/Casting			
Face material/Manufacturing process			High-strength Custom Steel /Rolled			
Number			U19	U22	U25	U28
Loft (deg.)			19	22	25	28
Lie angle (deg.)			60.0			
Head volume (cm^3)			138	137	137	137
Length (inches)			40.5	40.0	39.5	39.0
Swing weight, Gross weight (g)	ARMRQ∞48	R	D0, 316	D0, 320	D0, 324	D0, 328
		SR	D1, 319	D1, 323	D1, 327	D1, 331
		S	D1, 320	D1, 324	D1, 328	D1, 332
	ARMRQ∞53	R	D0, 327	D0, 331	D0, 335	D0, 339
		S	D1, 331	D1, 335	D1, 339	D1, 343
	ARMRQ∞44	R	C7, 306	C7, 310	C7, 314	C7, 318

Made in Japan

— New design shaft ARMRQ∞ (infinite) product details —

<ARMRQ∞ SHAFT>

Swing easier than ever before, the evolutionary eight-axis shaft is designed for longer carry distances.

New idea that can be realized by using TORAYCA®T1100G for all layers.

The balance design without feeling the head weight and stiffness of the shaft makes exact resilience with higher deflection.

TORAYCA®T1100G is a new carbon fiber material made by Toray Industries, Inc., that brings together two contrasting characteristics: ultra-high strength and high elasticity. It was developed for next-generation aerospace applications with advanced technological innovations by Toray Industries. A new resin made using NANOALLOY® technology constitutes a cutting-edge material with excellent flexural strength corresponding to improvements made in terms of both the elasticity and toughness of resin.

These materials have been harnessed with HONMA's proprietary technology to create a shaft that resists crushing, which in turn helps to stabilize the swing, reduce the toe-down effect, and improve the meeting rate.

For more than the 3S grade shaft, TORAYCA®Preprig is equipped to excel in vibration control function. Also, two kinds of shafts are available, enabling users to select the kick point depending on his/her swing. (*Users have the option of choosing to have the kick point towards the far end or towards the grip relative to the standard position with only the 1W.)

Prepreg, a damping material, cushions the shock at impact. By reducing the loss of transference of energy (power), a more powerful trajectory can be attained. When a ball is hit off-center, the shifting of the head is mitigated for consistent directionality.

■ Shaft specification:

ARMRQ∞53	1W		Iron (#5)	
Flex	R	S	R	S
Gross weight (g)	53.5	56.5	57.5	60.5
Torque (deg.)	4.15	4.05	3.04	2.94
Kick-point	Mid		Mid	

ARMRQ∞48	1W			Iron（#5）		
Flex	R	SR	S	R	SR	S
Gross weight (g)	48.5	50.0	51.5	53.0	54.5	56.0
Torque (deg.)	4.15	4.60	4.55	3.24	3.19	3.14
Kick-point	Low-Mid			Low-Mid		

ARMRQ∞44	1W	Iron (#5)
Flex	R	R
Gross weight (g)	44.5	48.0
Torque (deg.)	4.15	3.68
Kick-point	Low	Low

ARMRQ∞39	1W	Iron (#7)
Flex	L	L
Gross weight (g)	39.5	44.5
Torque (deg.)	4.15	3.71
Kick-point	Low	

*Data refers to the 2S grade shaft.