March 19th, 2012

HONMA BERES NEW S Series Debut in April

Average +9.7 yards

Honma golf Co., Ltd.

Honma Golf (Head Office:)Co., Ltd. 3-11-26, Mita, Minato-ku, Tokyo, a president-director: Koji Nishitani) releases HONMA BERES NEW S series "S-02 Driver ,Fairway Wood", "IS-02 iron" in April, 2012 .
The concept of "HONMA BERES S series" is attached great importance to "stability (=Straight)", and achieved maximal development, we promise a carry distance and results like never before.
We are pleased to introduce our new driver, fairway woods and irons that realizes maximum development by merging cutting-edge technology and material.

<S-02 Driver>

New S-02 Driver adopted "seven pieces structure" head with an innovative triple repulsion structure face, crown, and sole is realized by combining materials ideal for the roles assumed by each part.

New S-02 Fairway Wood adopts the center of gravity design according to each numbers. Ideal optimal angle of the center of gravity and the distance of the center of gravity raise good grip and operability.

<S-02 Fairway Wood>

New IS-02 iron. The strongest combination exhibited the best repulsion performance, allowing further pursuit of carry distance. Soft feeling and stability in a face of "the 3D welding structure" in #9 - SW, and a maximum flying distance performance in a face of "the L cup structure" of the new adoption with #4 - 8.

In addition, our 6-axes carbon ARMRQ shaft gives the high power of restitution. Combination of six carbon fibers controls crushing rigidity and flexural rigidity. Improve the return performance of the head and this makes it easier to hug the ball for increased carry distance.

<IS-02 Iron>

Please refer more details of the "HONMA BERES NEW S series" from the next page.

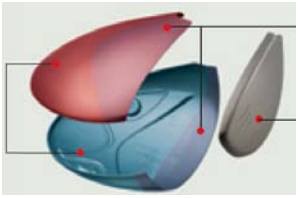
— HONMA BERES NEW S Series Product detail—

S-02 Driver

New idea of triple repulsion structure head

Design of the totally new idea of joining different material for face, crown and sole to effectively increases and maximize the power. HONMA triple repulsion structure head of a 7-piece composition design is an industry first and uses a proprietary combination of materials.

Generate a strong trajectory by suppressing unnecessary deflection in the backs of sole and crown.



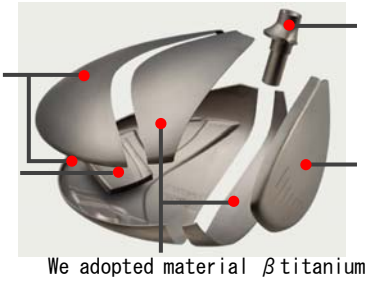
High strength and deflection head structure enable higher launch and low spin on trajectory in the crown and sole areas

Kickback area increases by Dual fusion face.

7-piece

Excels in formability while maintaining strength on the crown & sole of back area.

Center of gravity is optimized by effectively placing the extra weight pieces at this center.



Strong and durable hosel.

Adopted material VL-Ti which has low density and excellent strength. Contribute to the lightweighting of the face part which weight depends

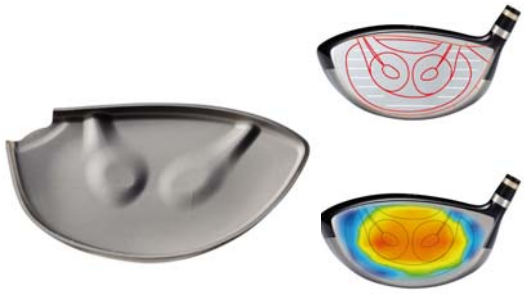
We adopted material β titanium 15-3-3-3Ti, which excels in strength and ductility (The limit of materials flexiblility deforming without rupturing), allowing us to succeed in improving the kickback force by generating effective warping and return warping.

Replusion area is expanded in all directions

Dual fusion face

The new Dual fusion face <twincups face> (two hyperbolic faces that are combined with a U-line). Repulsion area increases in all directions for better distance on even missed hits.

The area with a CT value of 220us or more increases by 32.8%.



Head material / Manufacturing process	KS100+15-3-3-3 Titanium / Forged	
Face material	VL Titanium / Forged	
Loft (deg.)	9	10
Head volume (cm3)	460	
Lie angle (deg.)	59.5	
Length (inches)	46.0	

ARMRQ6 49 2S Swing weight・Gross weight (g)	R	D1・283

ARMRQ6 54 2S Swing weight・Gross weight (g)	S	D2・297

■ Made in Japan

S-02 Fairway Wood

Fairway wood weights are designed for each model number

New Fairway wood adopts the center of gravity design according to each numbers. This design provides a better grip and excellent control.

Head material / Manufacturing process	SUS630 / Casting		
Face material	High-strength Custom Steel		
No.	3W	5W	7W
Loft (deg.)	15	18	21
Lie angle (deg.)	59.5	60.0	60.5
Length (inches)	43.0	42.5	42.0

ARMRQ6 49 2S Swing weight・Gross weight (g)	R	D0・302	D0・306	D0・309

ARMRQ6 54 2S Swing weight・Gross weight (g)	S	D1・315	D1・319	D1・322

- Made in Japan

IS-02 Iron

＜#4～8＞

Faces #4~8 are designed with a L-shape for deeper and shallow centers of gravity, and distance performance is maximized by increasing the shallow

＜#9～SW＞

Faces #9~SW are designed with a 3D weld for milder swings, and maintained distance stability by focusing on feel.

■Center gravity depth was designed deeper and center gravity height lower than IS-01 for higher shots, and designed the gravity distance shorter for better control.

■Face material was designed with high repulsion steel (SAE8655) for excellent strength, power, and spring to create a thinner face for better kickback performance.

Head material / Manufacturing process	Forged (body) +SAE8655 (face)									
Head plating	Double-layer plating / Satin finish + Painted finish									
# （No.）	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
Length (inches)	38.5	38.0	37.5	37.0	36.5	36.0	35.5	35.0	35.0	35.0

ARMRQ6 49 2S Swing weight・Gross weight (g)	R	C8・356	C8・362	C8・368	C8・374	C8・380	C8・387	C8・393	C8・400	C8・400	C9・402

ARMRQ6 54 2S Swing weight・Gross weight (g)	S	D1・362	D1・369	D1・375	D1・381	D1・387	D1・394	D1・400	D1・407	D1・407	D2・409

■ Made in Japan