

January, 2017

**– 60<sup>th</sup> Anniversary Model –**

**HONMA 60<sup>th</sup> Anniversary Model to debut in March!**

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: Yasuki Ito) announces that its HONMA 60<sup>th</sup> Anniversary Model -- a special set consisting of a driver, fairway woods, utility, irons, putter, caddy bag, and headcovers)<sup>\*1</sup> – will debut in March. The set represents the pinnacle of HONMA's storied history, with clubs that feature the esteemed craftsmanship of the company's Sakata Factory artisans.

To reliably extend carry distances with a high trajectory and optimal spin rate, the driver incorporates a deep center of gravity (CG) that let's golfers confidently swing with authority.

Meanwhile, the irons' low CG

design thwarts mishits, as the sole shape

enhances turf interaction and allows for cleaner impact, improved accuracy and superior control.

**60<sup>th</sup>  
Anniversary**  
★★★



The new ARMRQ X shaft was exclusively designed for the HONMA 60<sup>th</sup> Anniversary Model. By adopting a newly developed 10-axis structure, the quickness with which the shaft can be restored was enhanced. That lets golfers swing away at a comfortable

tempo, and hit balls squarely and straight without compromise. By utilizing TORAYCA® T1100G<sup>\*2</sup> for all layers, the clubhead weight feels optimal throughout the swing. The clubhead's rigid design allows for face flexure at impact, and then a quick and precise restoration to form – catapulting the ball forward for extra distance. The HONMA 60<sup>th</sup> Anniversary Model allows golfers to swing aggressively with confidence.

**60<sup>th</sup>  
Anniversary**  
★★★★★



— “HONMA 60th Anniversary Model” Product Summary —

**Contents** : Driver / Fairway wood(3W/5W) / Utility / Iron(#5-#11,AW,SW) / Putter

\*With Registration number

Caddy bag (with name tag) / Head covers (Wood: 1W / 3W / 5W / UT22°, Iron: #5~#11 / AW / SW, Putter)

**Shaft Grade** : 3S•5S

\*1: The HONMA 60<sup>th</sup> Anniversary Model will only be sold as a set (which will include a caddy bag and head covers).

\*2:TORAYCA® T1100G...This new carbon fiber, developed through technical innovations by Toray for next-generation aerospace applications, brings together two contradictory characteristics: ultra-high strength and high elasticity.



**【The History of SAKATA Factory】**



It has been 40 years since HONMA GOLF's Sakata Studio first established roots in Sakata, Yamagata, in hopes of establishing an environment ideal for golf club production. A 165,000-square-meter studio complex comprising 17 buildings sits neatly on the premises. HONMA craftsmanship has been faithfully preserved here at our Sakata Studio, which we proudly claim as being among the world's best in both scale and facilities. Each process in club production — which encompasses an array of stages, including polishing of

clubs in increments of 0.01 mm and applying five or six coats of paint 0.07 mm thick — is imbued with skills and expertise through a dedication to refinement and perfection, as well as heightened sensitivity and aesthetic beauty. The passion of craftsmen who are unwilling to compromise permeates every HONMA 60th Anniversary model club. This is the very essence of both HONMA GOLF and Japan that has proudly evolved through manufacturing.

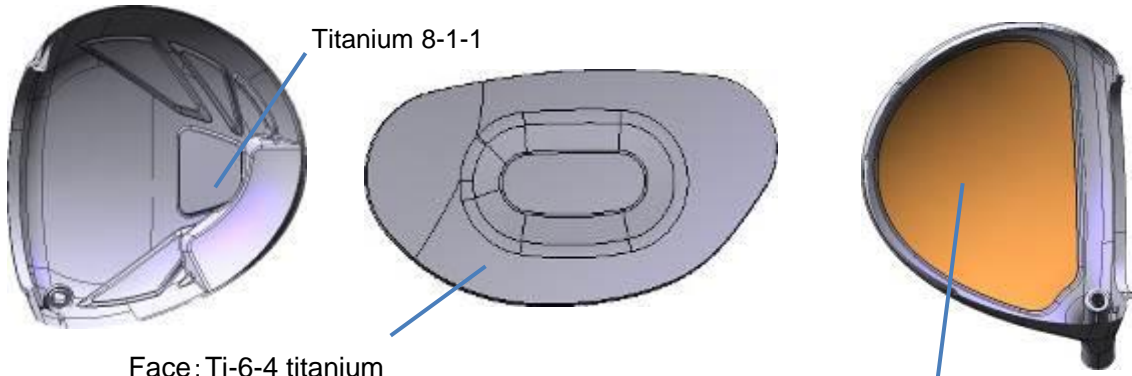
<DRIVER>

Exceptional performance and a beautiful form that imparts a sense of upscale wonder.

**【Feature】**

The body is made of lightweight titanium 8-1-1. Additional weight savings from employing a thin-walled crown granted us more freedom to adopt center-of-gravity design ideas and realize ideal head specifications. A deep CG helps generate high-trajectory shots, while an optimal spin rate keeps shots from rising upwards—letting golfers swing aggressively.

**A deep center-of-gravity design helps generate high-trajectory shots through the use of lightweight materials and an ultra-lightweight thin-walled design**



Face: Ti-6-4 titanium

Irregularities in the thickness of the face are based on the use of a proven oval design which secures a wide area for repulsion.

Thin-walled 0.55mm thick crown

Spec:

Head material / Manufacturing Technique	Ti811 titanium / Casting	
Face material / Manufacturing Technique	Ti6-4 titanium / Rolled	
Loft Angle(deg.)	10.5	
Lie Angle(deg.)	60.0	
Head volume(cm <sup>3</sup> )	460	
Length(inch)	46.0	
Swing weight / Total weight(g)	R	D1/281
	SR	D2/284
	S	D2/285

Made in Japan



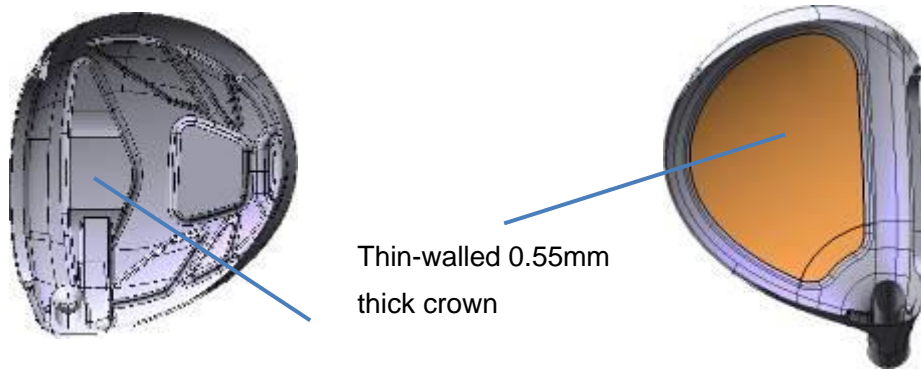
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For powerful strokes. A low-and-shallow CG generates an ideal trajectory.

**【Feature】**

A low-and-shallow CG suppresses spin rate and achieves a high trajectory. We focused on workability and carry distance for increased overall distance.

**A low-and-shallow CG suppresses spin rates while promoting a high trajectory**



Low-and-shallow center of gravity; Placement of surplus weight

Spec:

Head material / Manufacturing Technique		SUS630 / Casting	
Face material / Manufacturing Technique		High-strength custom steel / Rolled	
Number		3W	5W
Loft Angle(deg.)		15	18
Lie Angle(deg.)		59.5	60.0
Head volume(cm <sup>3</sup> )		182	177
Length(inch)		43.0	42.5
Swing weight / Total weight(g)	R	D0/297	D0/301
	SR	D1/300	D1/304
	S	D1/301	D1/305

Made in Japan





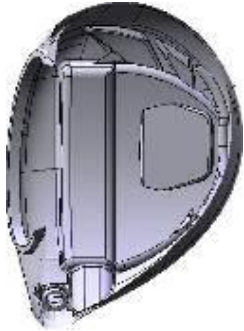
<UT>

Helps realize desired trajectory. The sole shape enables cleanly hit shots.

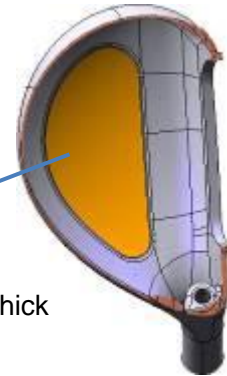
**【Feature】**

Make clean contact from various lies with an easy launch, thanks to the optimal CG design. This club makes a square impact with the ball, for superior workability. Optimal crown thinness prevents excess flexure at impact and reduces shot ballooning.

**An optimal CG design leads to improved launch results while promoting cleaner contact from various lies**



Prevents excessively shallow depth despite a low center of gravity; Placement of surplus weight



Crown features a 0.65 mm thick wall; curtails over-deflection and helps to create a more penetrating ball flight

Spec:

Head material / Manufacturing Technique		SUS630 / Casting
Face material / Manufacturing Technique		High-strength custom steel / Rolled
Loft Angle(deg.)		22
Lie Angle(deg.)		60.0
Head volume(cm <sup>3</sup> )		138
Length(inch)		40.0
Swing weight / Total weight(g)	R	D0/320
	SR	D1/323
	S	D1/324

Made in Japan



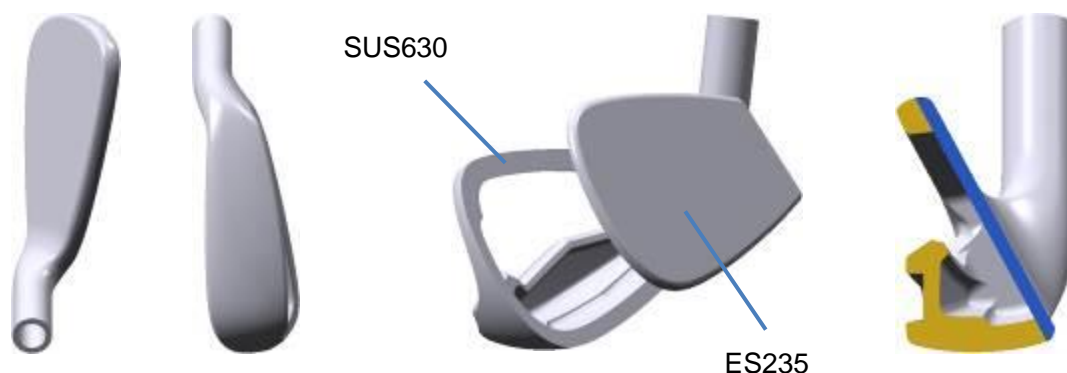
## <IRON>

A pleasant feel with unmistakable feedback. An exceptional sense of control yields accurate shots.

### 【Feature】

A large two-piece structure consists of a rounded form and extra-wide sole. A low CG dramatically reduces erroneous shots, while the sole shape induces clean turf interaction—ensuring shots are launched with precision.

### An exceptional sense of control yields accurate shots



- A large and rounded head shape leads to increased confidence at address.
- By expanding the width of the sole as much as possible, we have lowered the center of gravity, improved ball-striking capabilities, and maximized launch results with greater ease.
- A two-piece structure consisting of a pair of high-strength stainless-steel sheets helps improve miss-hits and enables exceptional carry performance.

### Spec

Head Material / Manufacturing Technique		SUS630 / Casting								
Face Material / Finish		Maraging stainless steel / 3S : Satin Finish / 2- Layer Plating + mirror + Paint Finish(Gold) 5S : Satin Finish / 2- Layer Plating + mirror + Gold plating								
Number		5	6	7	8	9	10	11	AW	SW
Loft Angle(deg.)		22.5	25.5	28.5	32.5	36.5	41.5	46.5	51.5	56.0
Lie Angle(deg.)		61.0	61.5	62.0	62.5	63.0	63.0	63.0	63.5	64.0
Face Progression(mm)		2.25	2.75	2.75	3.25	3.25	3.75	3.75	4.25	4.25
Length(inch)		38.0	37.5	37.0	36.5	36.0	35.5	35.0	35.0	35.0
Swing weight / Total weight(g)	R	C8/360	C8/366	C8/373	C8/379	C8/385	C8/392	C8/398	C8/398	C9/401
	SR	C9/364	C9/370	C9/377	C9/383	C9/389	C9/396	C9/402	C9/402	D0/405
	S	C9/365	C9/371	C9/378	C9/384	C9/390	C9/397	C9/403	C9/403	D0/406

Made in Japan



**<PUTTER>**

**Our putter looks great at address and offers an excellent feel.  
Behold a beautiful form made possible by CNC milling.**

**【Feature】**

An orthodox blade imparts a solid-yet-robust feel.

3S…A lustrous nickel-platinum finish is applied to the CNC-milled soft stainless steel SUS303 body.

5S…A special aesthetic results from the application of gold plating on a CNC-milled soft stainless steel SUS303 body.

Head Material	SUS303
Manufacturing Technique	Forged(CNC milled)
Finish	3S: Nickel platinum finish 5S: Gold plating
Shaft	ARMRQ X
Length(inch)	34.0

Made in Japan



<ARMRQ X >

Enjoy the satisfying feel of a flexible shaft.

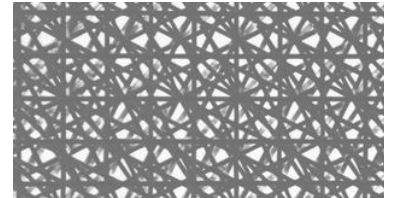
Our sixth ARMRQ shaft combines tradition with innovation.

We preserved the feel imparted by previous versions of ARMRQ and incorporated our new 10-axis carbon sheeting. The unique quickness with which ARMRQ shafts can be restored to form through impact was enhanced, so golfers can easily adjust their timing and hit balls squarely and straight.

By utilizing TORAYCA®T1100G for all layers, a stiff design prevents the clubhead weight from being unduly felt through a balanced approach and offers rapid restore to form despite considerable flexure. This ensures that golfers can take aggressive swings.

Prepreg, a damping material developed by TORAY®, is adopted for the shaft tip.

Impact shock is moderated, and power loss is mitigated. Clubhead wobbling is also suppressed, for accuracy and powerful trajectory.



3S



ARMRQ X



Grip

5S



ARMRQ X



Grip



<Accessories>

A collector's item of the finest quality. Perfect for use with premium clubs.

A look made possible by high-quality materials, a refined color scheme with good color depth, and functionality that has been meticulously planned down to the tiniest details.

**3S**

Caddy bag

Material : Synthetic leather(P.U)

Color : Black

Size : 9inch(47inch)

Made in China

Name Tag

Material : Synthetic leather(P.U)

Color : Black

Made in China

Head Cover

Wood : 1W / 3W / 5W / UT(22)

Iron : #5~#11 / AW / SW / Putter

Material : Synthetic leather(P.U)

Color : Black

Made in China



**5S**

Caddy bag

Material : Leather

Color : Black

Size : 9inch(47inch)

Made in China

Name Tag

Material : Leather

Color : Black

Made in China

Head Cover

Wood : 1W / 3W / 5W / UT(22)

Iron : #5~#11 / AW / SW / Putter

Material : Leather

Color : Black

Made in China

