

**Be ZEAL 535 helps average golfers improve scoring.  
Coming Dec. (In Japanese market),  
this club series is loaded with new  
features and improved performance.**

**HONMA GOLF**

HONMA GOLF CO.,LTD(HQ:Roppongi Hills Mori tower35F, 6 Chome-10-1, Roppongi, Tokyo Representative Director and President : Yasuki Ito) introduces the Be ZEAL 535 series for average golfers wanting to improve their scores.

Be ZEAL 535 marks notable improvements in distance, forgiveness and address, over the previous Be ZEAL 525 series.

**DRIVERS, FAIRWAY WOODS AND UTILITIES**

The “Groove Power Area” – shallow and narrow slots that boost distance -- is positioned along the sole close to the clubface on the driver, fairway woods and utility clubs, which expands the repulsion area. This minimizes distance loss while increasing directional stability on shots struck toward the heel and toe. The lower center of gravity, high launch angle and low spin enhance forgiveness, as well. And positioning 7g of weight on the sole by the heel of the driver enlarges its center of gravity.

**IRONS**

The Be ZEAL 535 Iron has slots on the clubhead’s sole, toe, heel and topline, to increase repulsion and reduce weight. Combined with HONMA’s light-density, high-strength HMT titanium face material, this helps further ball speed. A large sweet spot also enhances distance across the face. Compared to its predecessor, the clubhead has a lower and deeper center of gravity that improves trajectory, as well.

**SHAFTS**

The VIZARD for Be ZEAL carbon shaft is also improved in the Be ZEAL 535 – resulting in more clubhead speed, higher trajectory and more-efficient power transfer through impact.



# Be ZEAL 535 [DRIVER]

## Increased distance performance with GROOVE

### POWER AREA

The GROOVE Power Area is on the sole closest to the clubface, which expands repulsion area by 5% over the previous model. This prevents distance loss and directional instability, even on off-center hits. Especially for mis-hits on the heel side, it lowers spin rate so that shots stay lower and travel longer.

Coefficient of repulsion increases by 15mm on the toe and heel. Reduced distance loss when hit off-center, and the ball comes back to the center due to gear effect.

### Deeper center of gravity provides high launch angle and low spin

2% lower center of gravity compared to the previous model.

Easy-to-hit look at address provides players with confidence to swing smoothly, increasing distance and trajectory.

### Easy to launch, due to lower center of gravity

Design focuses on an expanded center of gravity and improved face angle. With the placement of a 7g weight on the sole near the heel, there is no need to adjust the face angle.

### 【Specification】

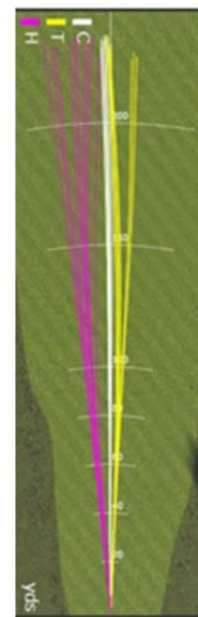
Model	: Be ZEAL 535 DRIVER
Head material	: Ti811 titanium
Manufacturing process	: Casting
Face material	: Ti6-4 titanium
Manufacturing process	: Rolled
Made in	: Japan



### With GROOVE Without GROOVE



Robot test data



\*trackman data

Number		1W	
Loft(deg.)		9.5	10.5
Lie angle(deg.)		59.5	
Head volume(cm <sup>3</sup> )		460	
Length(inch)		45.75	
Swing weight • Total weight(g)	VIZARD for Be ZEAL	R	D1•292
		SR	D2•295
		S	D2•296

# Be ZEAL 535

## [FW]

### 【Specification】

Model	: Be ZEAL 535 FW
Head material	: SUS630
Manufacturing process	: Casting
Face material	: High-strength custom steel
Manufacturing process	: Rolled
Made in	: Japan



Number		3W			5W			7W		
Loft(deg.)		15			18			21		
Lie angle(deg.)		59.0			59.5			60.0		
Head volume(cm <sup>3</sup> )		192			177			162		
Length(inch)		43.0			42.5			42.0		
Swing weight· Total weight(g)	VIZARD for Be ZEAL	R	SR	S	R	SR	S	R	SR	S
		D0· 307	D1· 310	D1· 311	D0· 311	D1· 314	D1· 315	D0· 315	D1· 318	D1· 319

## [UT]

### 【Specification】

Model	: Be ZEAL 535 UT
Head material	: SUS630
Manufacturing process	: Casting
Face material	: High-strength custom steel
Manufacturing process	: Rolled
Made in	: Japan



Number		U19			U22			U25		
Loft(deg.)		19			22			25		
Lie angle(deg.)					60.0					
Head volume(cm <sup>3</sup> )					135					
Length(inch)		40.5			40.0			39.5		
Swing weight· Total weight(g)	VIZARD for Be ZEAL	R	SR	S	R	SR	S	R	SR	S
		D0· 327	D1· 330	D1· 331	D0· 331	D1· 334	D1· 335	D0· 335	D1· 338	D1· 339

# Be ZEAL [IRON] 535

## Repulsion function increase and weight savings on the head

Increasing clubhead repulsion and weight savings are accomplished through slots on the sole, toe, heel and top.

## Face repulsion increase and repulsion area expansion

Adoption of HMT titanium face developed solely for HONMA makes face thickness 0.1mm, increasing face repulsion. Distance performance increases with expanded repulsion area on the face, by reducing the joint area of the face and head.

## Low/deep center of gravity

Higher trajectory with low/deep center of gravity improved by placing tungsten weights -- 6g toe side and 3g heel side -- in both sides of the cavity.

## Increase confidence at address and controllability.

Evolution of clubhead size leads to added control.

### 【Specification】

Model	: Be ZEAL 535 IRON
Head material	: SUS630
Manufacturing process	: Casting
Face material	: HMT titanium
Manufacturing process	: Rolled
Head finish	: Chrome plating + Satin + Polished + Paint finish
Made in	: Japan



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	
Lie angle(deg.)		60.5	61.0	61.5	62.0	62.5	63.0			63.5		
Face Progression(mm)		1.75		2.25		2.75		3.25		3.75	4.75	
Length(inch)		VIZARD for Be ZEAL	38.5	38.0	37.5	37.0	36.5	36.0	35.5	35.0		
		N.S.PRO 950GH	38.25	37.75	37.25	36.75	36.25	35.75	35.25	35.00		
Total weight(g)	VIZARD for Be ZEAL	R	351	357	363	369	375	381	388	393	393	395
		SR	355	361	367	373	379	385	392	397	397	399
		S	356	362	368	374	380	386	393	398	398	400
	N.S.PRO 950GH	R	389	395	401	408	415	422	430	432	432	434
		S	394	400	406	413	420	427	435	437	437	439
Swing weight	VIZARD for Be ZEAL	R	C9						D0			
		SR	D0						D1			
		S	D0						D1			
	N.S.PRO 950GH	R	D1						D2			
		S	D2						D3			

# Be ZEAL 535 [ SHAFT ]

## VIZARD for Be ZEAL

<Design technology to effectively convey power to the ball>

### Head speed increase

Compared to the previous model's 5mm low kickpoint, head speed increases with 9mm high kickpoint.

(1W / 48g / Flex:R)

### High Trajectory

Increased butt end stiffness lets average golfers achieve higher trajectory.

### Reduced power loss

Adopting carbon fiber prepreg by Toray with damping materials prevents power loss on mis-hits.

### VIZARD for Be ZEAL specialized technology EPT - tech

CAE of TORAY (Computer Aided Engineering) analysis technology was used to co-develop low/high kickpoint with TORAY Inc., the world's largest carbon fiber supplier. The best prepreg with vibration-damping material was selected from 100 carbon fiber TORAYCA® prepregs, using plenty of data design simulation. As a result of HONMA's testing and careful consideration, this shaft was developed and effectively brings out the potential of a wide range of amateur golfers.

※TORAYCA® is a registered trademark of Toray Industries, Inc.

### 【Specification】

Model : VIZARD for Be ZEAL

Made in : Japan



Wood / Iron	1W			#5		
	R	SR	S	R	SR	S
Flex						
Weight(g)	48.0	49.5	51.0	52.0	53.5	55.0
Torque(deg.)	5.80	5.70	5.60	3.90	3.85	3.80
Kick point	Low-mid					

\*Data refers to the shaft only

## Be ZEAL 535 impression comment of Bo-Mee Lee

It feels very forgiving. Using this club series, I think you can break 100! Like amateurs, even pros can use clubs that are forgiving and easy to address.

### <1W>

Trajectory tends to be high and long, and the club feels good!! The clubhead color is cool, too. This could quickly become a favorite among young players.

### <Iron>

It is a bit bigger than my model, but feels good, gets very high trajectory and a lot of distance. Amateurs will find the irons easy to play and enjoyable to use.

