

NEWS RELEASE

October, 2016

HONMA, continues to meet the needs of serious golfers NEW 「TOUR WORLD TW737」 DEBUT in Autumn 2016 !

~The choice of golf equipment by TEAM HONMA members for Tournament use.

HONMA GOLF CO., LTD. (head office : Roppongi Hills Mori Tower 35F, 6-10-1 Roppongi, Minato-ku, Tokyo; representative director & president : Yasuki Ito) will be releasing a NEW series of TOUR WORLD products called TW737 in Autumn 2016. These new models have been engineered to meet the needs of serious golfers.

During the development, members of TEAM HONMA have helped test and now play the "TW737" product line on professional tours around the world.

The performance of the NEW TW737 product was created by uniting HONMA's "TRIPLE POWER" technology. The TOUR WORLD product line, has been re-examined, carefully selected and highly evaluated by professional golfers. Working with our tour pros, we have hand crafted many prototypes and tested them millions of times to carefully select the models to be launched.



Driver : 4 models featuring progressive center of gravity designs with different head shapes and face structures.

FW & UT : 2 unique models, consisting of a larger head version and a compact head version.

Irons : 4 progressive models featuring 3 "V series models" and a forgiving cavity back model.

Wood Shaft : 2 new models featuring low and high kick points, which incorporate the NEW "VIZARD" shaft technology.

Iron Shaft : " IN " and heavy weight type " IB " .


UT Shaft : " IN-U " and heavy weight type " IB-U " .

This third generation of "TOUR WORLD X VIZARD" shafts have lead TEAM HONMA to 21 wins around the world during last season.

Our goal is to win thirty tournaments worldwide this year, TEAM HONMA will once again demonstrate the advantages of our TOUR WORLD x VIZARD clubs on tours around the globe during the 2016 season with "TW737".

【TW737 DRIVER】

※The model name do not equal to the actual volume of head size.

TOUR WORLD TW737 445	TOUR WORLD TW737 450	TOUR WORLD TW737 455	TOUR WORLD TW737 460
			
Head volume /457cm ³	Head volume /450cm ³	Head volume /456cm ³	Head volume /460cm ³
Depth to center of gravity /Shallow	Depth to center of gravity /Mid	Depth to center of gravity /Deep	Depth to center of gravity /Shallow

【TW737 FW】

TOUR WORLD TW737 FW	TOUR WORLD TW737 FWc
	
3W/13°、3W/15°、5W/18°	3W/15°、5W/18°、7W/21°
Head volume /182cm ³ (3W/15°)	Head volume /164cm ³ (3W/15°)

【TW737 UT】

TOUR WORLD TW737 UT	TOUR WORLD TW737 UTc
	
U19/19°、U22/22°、U25/25°	U16/16°、U19/19°、U22/22°
Head volume /128cm ³ (U19)	Head volume /112cm ³ (U19)

【TW737 IRON】

<p>TOUR WORLD TW737 Vn</p>	<p>TOUR WORLD TW737 V</p>	<p>TOUR WORLD TW737 Vs</p>	<p>TOUR WORLD TW737 P</p>
			
<p>Loft angle / 34.0° (#7)</p>	<p>Loft angle / 32.0° (#7)</p>	<p>Loft angle / 30.0° (#7)</p>	<p>Loft angle / 30.0° (#7)</p>

【VIZARD SHAFT】

<p>WOOD</p>	<p>EX-A ultimate flex shaft</p>	
	<p>EX-C ultimate balance</p>	
	<p>EX-Z ultimate stiff shaft</p>	
<p>IRON /UT</p>	<p>IN/IN-U (Light weighted)</p>	
	<p>IB/IB-U (Heavy weighted)</p>	