

HONMA is Pleased to Announce
The new best of the best BERES series

“HONMA BERES” New Series

New BERES line-up provides ideal performance for all type of golfers

Honma Golf (Headquarters: Mita 3-11-26, Minato-ku, Tokyo; President: Koji Nishitani) would like to announce the HONMA New BERES series, by a Japanese manufacturer, on Wednesday, February 9, 2011.

New series is freely combining the heads designed respectively in pursuit of these three concepts with a wide variety of the worlds first six-axis carbon shafts, the new BERES lineup completes the ultimate in personalized club settings. BERES “**C series**” focus on “Control” . More control and better carry performance for athlete golfers. BERES “**S series**” focus on “Straight” . The deep center of gravity design efficiently hugs the ball, reducing variation in the orientation on off-center shots and shooting at a perfectly straight trajectory. BERES “**E series**”, “**E Ladies series**” focus on “Excellent and Easy” . Easy to hit head design provides correct address and efficiently hugs the ball. New products get lined up driver, fairway wood, hybrids and iron for each series.

In addition, the newly developed ARMRQ 6 shaft which is the world’s first shaft restores itself at a higher rate, bringing a new level of carry performance for all golfers. The head quickly returns to the perfect position at impact. This design makes it easier to hug the ball for increased carry distance.



<C Series>



<S Series>



<E Series>



<E Ladies Series>



<U Series>

For product inquiries, contact as follows:

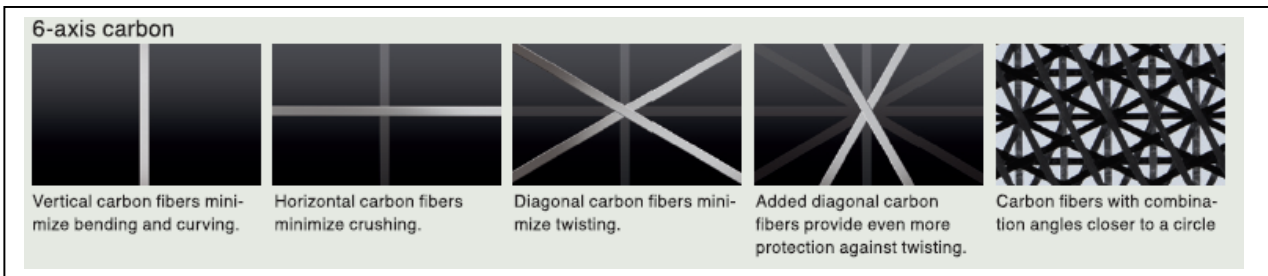
Honma Golf Co., Ltd.
inquiry@honmagolf.co.jp
TEL: +81 03-5419-3255

— ARMRQ6 Shaft —

The ARMRQ six-axis carbon is the world's first shaft

<The head quickly returns to the perfect position at impact>

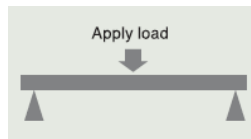
Combining six carbon fibers, in diagonal at 30deg, 60deg, 120deg and 16deg in addition to vertical direction at 0deg and horizontal direction at 90deg, the world's first six-axis carbon shaft controls crushing rigidity and flexural rigidity. This brings the combination angles closer to a circle and enables the shaft to handle the force from all directions. The high resolution power of six-axis carbon has increased carry performance and enabled the development of a longer shaft.



<Even greater resistance to crushing on the swing>

Tests on shaft crushing reveal a maximum of 5.9% more rigidity over previous models. The new model has minimized energy-wasting deformation that can occur on the upswing so that the shaft regains its original shape with greater accuracy.

Three-point bending both ends of the material tube are supported with the load placed at the center.



	0°	30°	60°	90°
Previous four-axis material tube	51.5	53.5	52.1	50.8
Six-axis material tube	53.9	54.1	54.1	53.8

As carbon fibers of the six-axis material tube are woven evenly at 30°, the three-point bending rigidity is the same for all directions. However, since the four-axis material tube is made of carbon fibers placed at a single diagonal angle of 60° bending rigidity varies slightly between the directions. While the restoration power against deformation of four-axis material tube varies slightly between the directions, bending rigidity of the four-axis material tube is virtually the same for all directions. This means it can evenly distribute the force from all directions.

ARMRQ6 line - up

ARMRQ6 62	(Head Speed 45- (m/s)	
ARMRQ6 54	(Head Speed 42-45(m/s)	
ARMRQ6 49	(Head Speed 38-42(m/s)	
ARMRQ6 45	(Head Speed 34-38(m/s)	
ARMRQ6 40	(Head Speed -34(m/s)	