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“Experiential Space” to enjoy the highest quality golf goods created by HONMA

## **“HONMA Shinbashi-Ginza”**

### **Opened 24<sup>th</sup> June 2019**

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HONMA Co., Ltd. (Headquarters: Tokyo Minato-ku / President and Chief Director: Yasuki Ito) opened a new flagship store “HONMA Shinbashi-Ginza” in Tokyo, Japan (〒105-0004 1-10-6 Shinbashi Minato-ku Tokyo-to, JAPAN SHINBASHI M-SQARE 1F) on Monday 24<sup>th</sup> June 2019.

“HONMA Shinbashi-Ginza” is conveniently located close to Shinbashi station (just one minute walk away) which is also nearby the fashionable centre of GINZA.

The concept behind the new “HONMA Shinbashi-Ginza” store is an “Experiential Space”, where customers can not only buy, but also try out high quality HONMA products, for example “Made in JAPAN, SAKATA” golf clubs, as well as golf balls and apparel both of which have been growing into the market since last year. All these products satisfy golfers’ needs for a wide variety of high-quality products.

#### **-HONMA Shinbashi-Ginza outside image-**



We consider “HONMA Shinbashi-Ginza” to be a “Source of HONMA Brand Information”. It is conveniently located in the city centre, where visitors can spend time and relax in a golf environment in our “Experiential Space” there. HONMA is aiming to offer all golfers somewhere they can fully enjoy their golf-life and stimulate their motivation in golf.

Please refer to the next page for more detailed information about the shop.

As a “Source of HONMA Brand Information”, we will exhibit products of the highest quality in the showroom. On a large LED screen on the wall, we will bring HONMA’s world to life, demonstrating that we have the latest technology cultivated from 60 years of knowledge, and present the fusion of these in our high-quality products.

“HONMA Shinbashi-Ginza” has a very broad selection of products and a large sales space, but also there is enough “Experiential Space”, where visitors can try the latest products like golf clubs, balls and clothing. Within that space, there is a golf simulator with a 13m wide ARKLIKE screen (one of the biggest in Japan) where golfers can test HONMA products.

Moreover, HONMA authorized fitters are always on hand to fit golf clubs (Free of Charge, Reservation Only). They will offer the best golf clubs for each customer in an intimate and relaxed environment.

### One of the nation’s largest golf simulator screens.



### — Shop Info —

【Address】 〒105-0004

1-10-6 Shinbashi Minato-ku Tokyo-to, JAPAN  
SHINBASHI M-SQARE 1F

【Access】 1 minute walk from Shinbashi st (Tokyo Metro - Ginza Line)

2 minutes walk from Shinbashi st (JR/ YURIKAMOME/ASAKUSA Line)

【TEL】 03-6845-0171

【BUSINESS HRS】 11:00~19:30 (Open 365 days a year)