

NEWS RELEASE



July 23rd 2019
HONMA GOLF CO.,LTD

To whom it may concern.

“High Smash Factor” maximizes distance performance.

New Release T//WORLD XP-1

On sale from Sep 20th 2019.

HONMA GOLF CO.,LTD (Head office: Tokyo Minato-ku / CEO Yasuki Ito) is releasing T//WORLD XP-1 from Sep 20th 2019 through its own retail stores and at all HONMA dealers.

*XP-1: XP means “Extra Performance”.

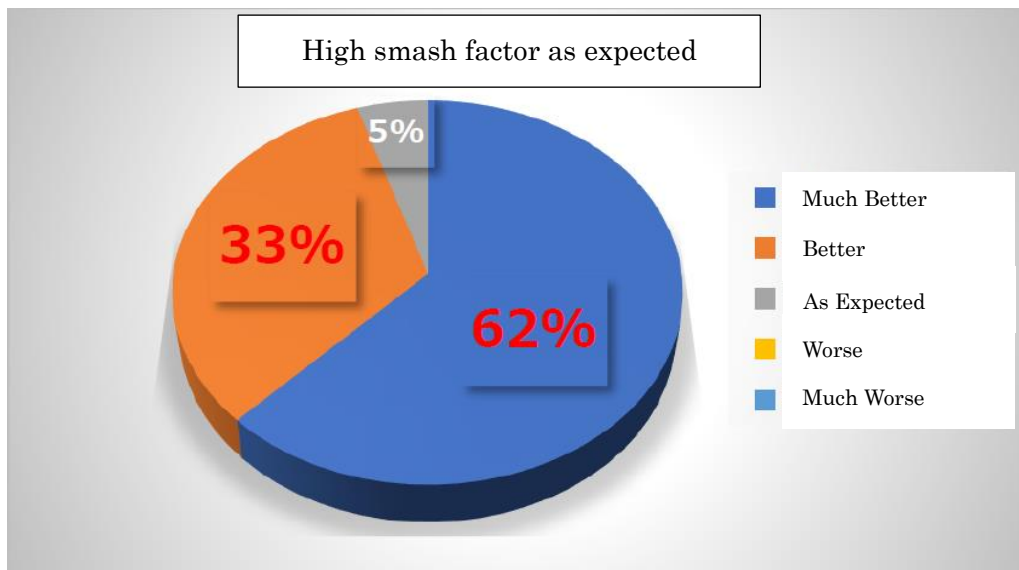
HONMA is one of a few golf club manufacturers who provide a holistic approach to the entire golf club design. In recent times golf club manufacturers have focused their technology on the “Head” to achieve increased distance and consistency. Within this, HONMA believes that “high smash factor” is of paramount importance to maximize head performance, so “T//WORLD XP-1” has been developed with the total balance of head and shaft in mind to achieve a high smash factor.

T//WORLD XP-1 adopted previously-cultivated HONMA technology which has led many pro golfers to win using TOUR WORLD products. In addition, T//WORLD XP-1 has been designed with a lightweight, shorter shaft and high torque to help the majority of golfers avoid mis-hits.

Because of this fusion of cultivated knowledge and technology, T//WORLD XP-1 delivers a “high smash factor” which leads to faster initial velocity and greater distance performance than ever.

At the same time, by delivering consistency of both impact and direction, T//WORLD XP-1 is a high performance forgiving golf club, completed in a great-looking design for the majority of golfers.

At a “Secret DEMO” event held for influencers and early adopters ahead of the media release conference, almost all participants were convinced of the “High smash factor” in comparison with other golf clubs.



(*By questionnaire from 57 participants at Secret DEMO event in Japan)