

15 January, 2018

HONMA 『BERES』 S-06 series/U-06 Debut!

HONMA GOLF Co., Ltd. (head office: Roppongi Hills Mori Tower 35F, 6-10-1 Roppongi, Minato-ku, Tokyo; representative director & president: Yasuki Ito) releases – new BERES series S/IS-06 and U-06– in late January, 2018 (Japanese market).

The BERES S-06 driver has a “Trampoline” effect with slits on the sole 「KEY GROOVE AREA」coupled with a head shape which offers added forgiveness for smoother swings. The BERES S-06 driver’s expanded size and larger effective hitting area helps to increase carry distance and forgiveness and brings out the best performance of golfers.

The IS-06 irons yield even higher trajectory with a new wide L-cup face structure, which promotes a trampoline effect for longer carry distance. The IS-06 long irons offer a more forgiving head shape, similar to utility clubs. A premium design is featured on the back of the IS-06 irons, increasing golfers joy of ownership of these exquisite clubs.

The U-06 utility clubs feature a shallow back shape, a deep center of gravity and a large weight angle which makes them extremely forgiving, while helping to promote a higher and more penetrating ball flight.

Shaft -ARMRQ-X- is lighter than the previous model. This new shaft model has been strengthened on the grip side and softened in the center, which yields higher launch angles and increased stability and control.

These shafts were developed to improve timing and they feature a weight flow design developed for a consistent feel throughout the iron set.



Please refer to summary details on the next page.

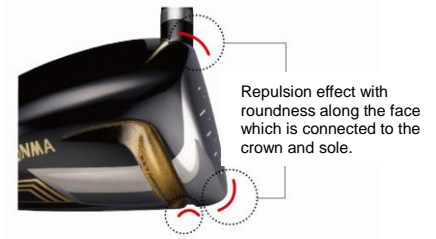
Straight & Smart

<S-06 DRIVER•FW>

【TECHNOLOGY】

◆ **Longer distance**

KEY GROOVE AREA in the sole and round form along the face (crown and sole part) provide face repulsion effect at impact.



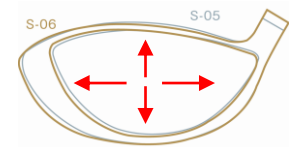
Repulsion effect of KEY GROOVE AREA on the sole

◆ **Expanded sweet spot**

Expansion of face area provides wider sweet spot and increased confidence at address.

*Face area: Compared to the previous model 105%

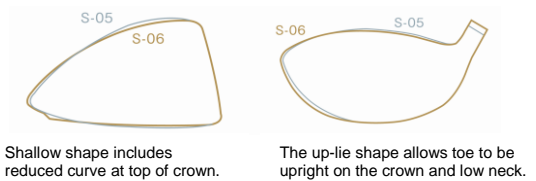
*Effective spot area: Compared to the previous model +0.5 mm ※1W)



Expansion of face ⇒ Expansion of effective hitting area

◆ **Confidence at address**

Shallow & up-lie shape provides visual confidence at address, which help leads to a smooth swing.



Shallow shape includes reduced curve at top of crown.

The up-lie shape allows toe to be upright on the crown and low neck.



■ **Specification :**

DRIVER

Head material / Manufacturing process			Ti811 / Casting	
Face material / Manufacturing process			Ti-5N / Rolled	
Loft(deg.)			9.5	10.5
Lie angle(deg.)			60.0	
Head volume(cm ³)			460	
Length(inch)			46.0	
Swing weight Total weight(g)	ARMRQ X 47	R	D1•280	
		SR	D2•283	
		S	D2•284	
	ARMRQ X 52	R	D1•289	
		S	D2•293	
	ARMRQ X 43	R	D1•276	

Made in Japan



■Specification:

FAIRWAY WOOD

Head material / Manufacturing process		SUS630 / Casting			
Face material / Manufacturing process		High-strength custom steel / Rolled			
Number		3W	5W	7W	
Loft(deg.)		15	18	21	
Lie angle(deg.)		59.5	60.0	60.5	
Head volume(cm ³)		200	184	172	
Length(inch)		43.0	42.5	42.0	
Swing weight· Total weight(g)	ARMRQ X 47	R	D0·297	D0·301	D0·305
		SR	D1·300	D1·304	D1·308
		S	D1·301	D1·305	D1·309
	ARMRQ X 52	R	D0·308	D0·312	D0·316
		S	D1·312	D1·316	D1·320
	ARMRQ X 43	R	D0·294	D0·298	D0·302

Made in Japan

<IS-06 IRON>

【TECHNOLOGY】

◆New face structure raises flight trajectory

The sole flange section of the “New wide structure face” is 12mm wider than IS-03, for an even Higher trajectory.

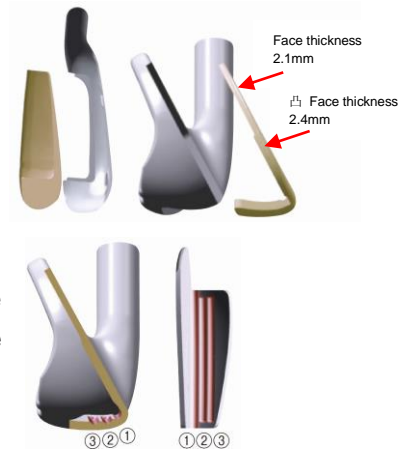
The thick convex-face-center increases repulsion effect and Distance.

※The “New wide structure face” available in the 4-thru-8-irons.

◆Face repulsion increases

Three slots (①the side of a face ②③sole part) on the sole flange of wide the New wide structure face” helps to increase face repulsion for added distance.

※In the 4-8-irons.



◆Long iron as easy to hit as a hybrid

Head size and sole width of 4- and 5-iron are wider, providing a deeper center of gravity with increased clubhead stability on miss-hits. These long irons are as easy to hit as hybrids.



■Specification: IRON

Body material / Manufacturing process		Mild steel / Forged									
Face material		#4~8: Maraging stainless steel (AM355P) / Wide New face structure irregular structure #9~SW: Maraging stainless steel (ES235) / Flat face structure									
Head finish		Double-layer Painting + Satin finish + Polished + Painted finish									
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	56.0
Lie angle(deg.)		60.5	61.0	61.5	62.0	62.5	63.0			64.0	
Face Progression(mm)		2.45	2.75	3.05	3.25			3.75		4.75	
Length(inch)		38.5	38.0	37.5	37.0	36.5	36.0	35.5	35.0		
Swing weight• Total weight(g)	ARMRQ X 47	R	C8•350	C8•355	C8•361	C8•367	C8•376	C8•383	C8•393	C8•399	C9•401
		SR	C9•353	C9•358	C9•364	C9•370	C9•379	C9•386	C9•396	C9•402	D0•404
		S	C9•354	C9•359	C9•365	C9•371	C9•380	C9•387	C9•397	C9•403	D0•405
	ARMRQ X 52	R	C9•354	C9•359	C9•366	C9•371	C9•381	C9•387	C9•397	C9•404	D0•406
		S	D0•358	D0•363	D0•370	D0•375	D0•385	D0•391	D0•401	D0•408	D1•410
	ARMRQ X 43	R	C8•347	C8•352	C8•358	C8•364	C8•373	C8•379	C8•388	C8•395	C9•397

— HONMA BERES U-06 Product summary —

<U-06 UT>

【TECHNOLOGY】

◆Easy to elevate the ball trajectory

A shallow back head shape and deep center of gravity makes it easier to elevate the ball trajectory.



◆Improved ball striking and consistency

A deeper center of gravity and optimized face angle combined with 12g of weight improves ball striking performance and consistency.



■ Specification :

UTILITY

Head material / Manufacturing process		SUS630 / Casting				
Face material / Manufacturing process		High-strength custom steel / Rolled				
Number		U19	U22	U25	U28	
Loft(deg.)		19	22	25	28	
Lie angle(deg.)		60.0				
Head volume (cm ³)		134	133	132	131	
Length(inch)		40.5	40.0	39.5	39.0	
Swing weight· Total weight(g)	ARMRQ X 47	R	D0·317	D0·321	D0·325	D0·329
		SR	D1·320	D1·324	D1·328	D1·332
		S	D1·321	D1·325	D1·329	D1·333
	ARMRQ X 52	R	D0·327	D0·331	D0·335	D0·339
		S	D1·331	D1·335	D1·339	D1·343
	ARMRQ X 43	R	C7·305	C7·309	C7·313	C7·317

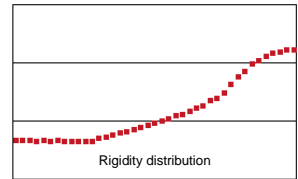
<『ARMRQ X』 SHAFT>



【TECHNOLOGY】

- ◆ The shaft is 1g lighter than the previous model with the same frequency
- ◆ Joint development with NISSEI optimized performance and shaft flex with “10 axis PP”
⇒ 4.2% strength increase
- ◆ The rigidity of the center shaft is optimized to achieve high launch angle and increased forgiveness
- ◆ TORAYCA®T1100G is multi-layered, making it easy to swing with increased tempo

※ This new carbon fiber, developed through technical innovations by Toray for next-generation aerospace applications, brings together two contradictory characteristics: ultra-high strength and high elasticity.

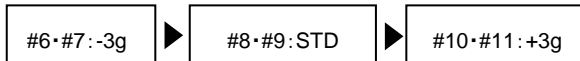


◆ **ARMRQ Iron Shaft with Weight Flow (WF) design**

Feel and performance remains consistent throughout iron set. Weight Flow design adapts to all irons, creating consistent feel in the long, middle and short irons.

A set of 6-thru-11-iron has a weight-flow that increases 3g on every other iron.

ARMRQ X 47(R)⇒



※ 4-and-5-iron are the same weight as 6-and-7-iron. AW and SW are the same weight as the 10- and 11-iron

■ Specification :

For more than 3S grade shaft, TORAYCA®Prepreg is equipped that excels in vibration control function. Also, two kind of shafts are available, enabling the users to select kick point depending on his/her swing.

Effect of TORAYCA®Prepreg

- Suppressing the power loss enables much stronger trajectory
- Reducing the shock of impact decreases the loss of power transmission
- Reducing the vibration of head delivers the stable direction

ARMRQ X 52



ARMRQ X 52	DRIVER		IRON	
	*Data refers to the 2S grade / shaft only		*Data refers to the 2S grade / #5 shaft only	
Flex	R	S	R	S
Gross weight(g)	52.5	55.5	52.5	55.5
Torque(deg.)	4.30	4.20	3.18	3.08
Kick-point	Mid			

ARMRQ X 47



ARMRQ X 47	DRIVER			IRON		
	*Data refers to the 2S grade / shaft only			*Data refers to the 2S grade / #5 shaft only		
Flex	R	SR	S	R	SR	S
Gross weight(g)	47.5	49.0	50.5	48.0	49.5	51.0
Torque(deg.)	4.80	4.75	4.70	3.38	3.33	3.28
Kick-point	Low-mid					

ARMRQ X 43



ARMRQ X 43	DRIVER		IRON	
	*Data refers to the 2S grade / shaft only		*Data refers to the 2S grade / #5 shaft only	
Flex	R		R	
Gross weight(g)	43.5		44.5	
Torque(deg.)	5.90		3.82	
Kick-point	Low			

ARMRQ X 38



ARMRQ X 38	DRIVER		IRON	
	*Data refers to the 2S grade / shaft only		*Data refers to the 2S grade / #5 shaft only	
Flex	L		L	
Gross weight(g)	38.5		39.5	
Torque(deg.)	6.25		3.85	
Kick-point	Low			