

[Return to touredge.com](https://www.touredge.com)

Tour Edge Announces New Spin on Game Improvement with Two New Hot Launch 521 Series

Hot Launch 521 introduction complete with E521 Iron-Woods, E521 Wedge and C521 Irons

This past week, Tour Edge announced the launch of two new Tour Edge Hot Launch series designed to cover both ends of the Game Improvement golf club spectrum.

The Hot Launch E521 Series covers Extreme Spec Game Improvement, while the C521 Series provides Competition Spec Game Improvement models.

Both unique lines of E and C Series feature different shapes, specs and shafts on separate driver, fairway metal, hybrid and iron designs.



In all, 46 different lofts of clubs in right-handed clubs and 20 lofts in left-handed models are covered in this massive launch by Tour Edge.

Today, the surging Midwest-based company is unveiling the Hot Launch E521 Iron-Woods, Hot Launch C521 Irons and Hot Launch E521 Wedges behind this innovative thinking.

- The E Series are Extreme Spec Game Improvement designs that boast a super-low Center of Gravity (CG), super-shallow faces, offset designs and extremely light premium shafts designed to get the ball launching in the air with ease for slower to mid-tempo swing speed players.
- The C Series features premium, state-of-the-art Competition Spec designs with a higher M.O.I. (Moment of Inertia) in classically shaped clubs that provide medium+ swing speeds the ability to launch the ball easily and with added forgiveness and power across the face.

"To round out our biggest launch in our 34-year history, we have the Extreme Game Improvement spec 521 series made up of individual iron-woods and a complete iron set made up of those iron-woods," said Glod. "These irons are at the top of the list for the easiest to hit irons in the game. There's also an extreme game improvement E Series wedge in three lofts. On the Competition Spec side is the new Hot Launch C521 Irons, a traditional cavity back distance iron set."

The new premium performance Hot Launch 521 irons and wedges will be available globally on November 1, 2020.

"We are very excited to get these all new designs and technology in the hands of golfers looking to lower their scores," said Glod.

Hot Launch E521 Iron-Woods (Extreme Spec)

The 17-4 stainless-steel Hot Launch E521 Iron-Woods feature one of the lowest centers of gravity available in an iron design and boasts a thinner and lighter forged steel crown that increases ball speed.

Tour Edge iron-woods have been setting standards for decades as industry pioneers in hybrid club advancements. Glod coined and patented the "Iron-Wood" name in 1999 and is a leading designer in hollow-body iron designs.

The hollow-body Hot Launch iron-wood hybrid designs from Tour Edge have consistently ranked as the most forgiving and easiest-to-hit Super Game Improvement irons in golf.

The Hot Launch E521 iron sets come in the form of the complete set of iron-woods and are also available individually in every loft in both right and left-handed.



The complete set of Hot Launch E521 Iron-Woods is available as a 7-piece set and the customer and fitter will have the option to choose between a 12-club matrix to get into the correct lofts for the particular needs of the golfer.

For example, the complete iron-wood set could end up being 4-iron through Pitching Wedge or a 5-iron through Approach Wedge. The Hot Launch E521 Wedges covered below will also be available in the 12-club matrix as Gap, Sand and Lob Wedges.

A combo set that includes two Hot Launch E521 hybrids and five Hot Launch E521 Iron-Woods will also be available for order and as a custom fitting option.

Houdini Sole Technology – The Hot Launch E521 Iron-Wood offers the game-changing Houdini Sole in conjunction with a super-shallow face, slice-fighting offset designs, and heel weighting for an added draw bias.

The raised steel mass area of the patented Houdini Sole at the rear of the clubhead reduces the amount of sole area to reduce drag and turf interaction.

The Houdini Sole includes an area of mass concentrated on the extreme trailing edge of the sole of the clubhead, as well as a curved leading edge under the face.

The Houdini design element has proven to be one of the most effective technologies at getting balls out of tough lies by reducing turf interaction by 35%. This leads to significantly less "duffs" caused by hitting up on the ball and hitting the turf at a lower point before the ball.

"When it comes to the E Series fairways and hybrids, the Houdini Sole becomes a complete life-saver from tight and tough lies," said Glod. "This is your get out of jail free card for the golf course."

The Houdini Sole was instrumental in significantly altering the CG placement of the Hot Launch E521 Iron-Wood.

The CG is 10% lower and 15% further back than the previous HL4 Iron-Wood, making the E Series iron-wood the highest launching and easiest to hit iron Tour Edge has produced.

Hollow-Body- Hollow-body perimeter weighting produces distance properties of a metalwood in an iron design for maximum ball speed. The hollow-body design makes for an extremely low and back CG, creating a very forgiving and powerful face.

Shallow Cup Forged Face - The super-shallow Cup Face design in the Hot Launch E521 Iron-Wood produces higher launch angles and extreme ease of launch. This super-thin forged face design produces the pinnacle increased apex heights, hang time and distance.

Slice-Fighting Offset Design – The offset design of the Hot Launch E521 Iron-Wood works in conjunction with the heel weight in the clubhead to produce anti-right ball flights.

Premium Mitsubishi Fubuki and KBS MAX 80 Shafts - The E Series iron-wood comes stock with the same super-light FUBUKI metalwood shafts by Mitsubishi Chemical that range from 50 grams to 60 grams depending on the flex.

The extremely light FUBUKI metalwood shafts with lower kick points and lower cycles per minute frequencies that promise to help players achieve maximum velocity and to fight the fade to produce a longer, straighter and a slightly drawn ball flight.

The iron-woods are also available in a KBS MAX 80 steel shaft. The KBS MAX 80 is a lightweight low-kick point shaft that produces a high trajectory for longer distance shots.

Pound for Pound, Nothing Comes Close - The extreme game improvement Hot Launch E521 Iron-Wood will retail for \$89.99 per iron for steel and for graphite and is covered by Tour Edge's industry leading lifetime warranty.

Available Lofts in Right-Handed: #3/20-degree, #4/23-degree, #5/26-degree, #6/29-degree, #7/32-degree, #8/36-degree, #9/40-degree, P/44-degree, A/49-degree, G/52-degree*, S/56-degree*, L/60-degree* (*indicates the E521 Wedge is available as part of the E521 Iron-Wood set)

Available Lofts in Left-handed: #3/20-degree, #4/23-degree, #5/26-degree, #6/29-degree, #7/32-degree, #8/36-degree, #9/40-degree, P/44-degree, A/49-degree, G/52-degree*, S/56-degree*, L/60-degree* (*indicates the E521 Wedge is available as part of the 521 Iron-Wood set)

Stock Shaft/Graphite: Mitsubishi Fubuki HD (50-gram L-Flex, 55-gram A-Flex, 55-gram Regular Flex, 60-gram Stiff Flex)

Stock Shaft/Steel: KBS Max 80 R, S

Grip: Lamkin Z5 Rubber available in Undersize, Standard and Midsize.

Hot Launch C521 Iron (Competition Spec)

The Hot Launch C521 Irons are maximum distance and forgiveness irons in a traditional cavity back design. The C Series 521 irons are made with the extremely soft 431 stainless steel, providing the optimal feel for players of all levels.

The Hot Launch C521 Irons come as a 7-piece set with options from 4-iron to 9-iron, as well as a Pitching Wedge, Approach Wedge, Sand Wedge, and Lob Wedge. The entire set will be available in right and left-handed models.

A combo set that includes two Hot Launch C521 Hybrids and five Hot Launch C521 Irons will also be available for order and as a custom fitting option.



Undercut Cavity - The C Series irons incorporate an expanded undercut cavity to provide maximum forgiveness, power, and consistent performance. The expanded undercut cavity back design delivers an increased repulsion effect for high-speed power off the face.

The vast undercut cavity allows weight to be moved away from the face and into the sole for a higher M.O.I. and high Characteristic Time (CT) rating with faster ball speeds. The M.O.I. of the clubhead was increased by 10% for significantly improved forgiveness and dispersion.

This undercut cavity also provides a higher launch angle and enhanced forgiveness.

Wider Sole Design - A 15% wider sole lowers the CG and offers superior bounce and increases launch for cleaner, high-flying shots. The wider sole design leads to cleaner turf interaction for more consistent shot making.

Chamfered Face - A Chamfered Face around the topline and leading edge of the iron allowed for an increase in face height and topline thickness without affecting the traditional shape of the Hot Launch C521 Irons.

The beveled design element helps the iron pack more ball speed, overall forgiveness and confidence while still maintaining a profile that fits the Competition Game Improvement spec billing.

Advanced Toe Weighting - Advanced toe weighting technology in the Hot Launch C521 Iron maximizes stability on impact and provides better off-center hit distance from the face of the iron. The strategically placed toe weight elongates the sweet spot and pure feel off the face of the irons.

Power Lofted - The lower and deeper CG allowed the C Series irons to be power-lofted for added distance and lower spin with the same launch characteristics as a standard lofted

iron. This makes for a modern long-distance iron design that will provide extra distance and straighter shots with the same apex height expected from each iron.

Premium Aldila Rogue Shaft and KBS MAX 80 Shafts - The mid-high launch, mid-spin Aldila Rogue shaft was chosen for the Hot Launch C Series after extreme testing with Tour Edge's one-of-a-kind swing robot T.E.D. (Tour Edge Development).

Aldila Rogue shafts are high-end performers that have won numerous times on professional tours around the world. They are known for an even release for players that like a smooth, active feel by using advanced, high-modulus graphitic carbon fibers.

The C Series iron is also available in a KBS MAX 80 steel shaft. The KBS MAX 80 is a lightweight low-kick point shaft that produces a high trajectory for longer distance shots.

Pound for Pound, Nothing Comes Close - The competition spec game improvement Hot Launch C521 Irons will retail for \$69.99 per iron for steel both steel and graphite shafts.

All Hot Launch clubs are hand built in the USA and will be included in Tour Edge's unprecedented 48-hour custom fitting delivery program featured at over 850 fitting locations.

Available Lofts in Right-Handed: #4/22-degree, #5/25-degree, #6/28-degree, #7/31-degree, #8/35-degree, #9/40-degree, P/44-degree, A/49-degree, S/54-degree, L/59-degree

Available Lofts in Left-Handed: #4/22-degree, #5/25-degree, #6/28-degree, #7/31-degree, #8/35-degree, #9/40-degree, P/44-degree, A/49-degree, S/54-degree, L/59-degree

Stock Shaft/Graphite: Aldila Rogue (55-gram L-Flex, 55-gram A-Flex, 65-gram Regular-Flex, 65-gram Stiff Flex and 65-gram X-Flex)

Stock Shaft/Steel: KBS Max 80 R, S

Grip: Lamkin Z5 Rubber available in Undersize, Standard and Midsize.

Hot Launch E521 Wedges (Extreme Spec)

The Hot Launch E521 Wedge features a super-wide sole that puts more weight below and behind the ball, making it easy to get the ball into the air.

The dual-flange sole design features 14-degrees of bounce allowing the wedge to glide through the turf or sand without digging in and promotes extreme open-face wedge shots.

The wedges are also available as part of the Hot Launch E521 Iron-Wood set as the Gap, Sand and Lob Wedges.



Houdini Sole - The patented Houdini Sole and its curved leading edge reduced turf interaction by 35%, promoting a "no dig" design and leading significantly less "duffs" caused by hitting up on the ball and hitting the turf at a lower point before the ball.

Super-Wide Sole - The super-wide sole and heavier head weight of the Hot Launch E521 Wedge helps to eliminate flubs for superior contact. It is engineered for extreme versatility by adding extreme performance benefits to chipping, pitch shots, explosion shots out of the sand, shots out of the rough, flop shots and with bump-and-run shots.

Super-Deep Undercut Cavity - This extremely deep undercut cavity dramatically lowers the CG for the ultimate in wedge forgiveness. It redistributes mass for enhanced flight control and to create a higher launch with increased spin for extreme playability from the sand and rough.

Extra Large Face Design - An oversized face design on the E Series wedge provides more striking area for enhanced consistency and accuracy. It also raises the M.O.I. for enhanced precision around greens and extreme playability from the sand and rough.

Maximized Grooves - The grooves of the E Series wedge are maximized to USGA depth and sharpness to provide maximum spin and control.

Pound for Pound, Nothing Comes Close - The Hot Launch E521 Wedge retails for \$89.99 for both steel and for graphite. They are hand built in the United States and will be included in Tour Edge's unprecedented 48-hour custom fitting delivery program featured at over 850 fitting locations.

Available Lofts in Right-Handed: 52-degree, 56-degree, 60-degree

Available Lofts in Left-Handed: 52-degree, 56-degree, 60-degree

Stock Shaft/Graphite: Mitsubishi Fubuki HD (55-gram L-Flex, 55-gram A-Flex, 55-gram Regular Flex, 60-gram Stiff Flex)

Stock Shaft/Steel: KBS Max 80 Uniflex

Grip: Lamkin Z5 Rubber available in Undersize, Standard and Midsized.