

# Tour Edge Announces New Hot Launch 523 Series Available Starting November 1<sup>st</sup>

*Hot Launch 523 continues to lead industry in Game-Improvement designs for distinct player types and expanding custom fitting to every golfer*



Tour Edge, the pound for pound industry leader in performance and innovation, introduces their new Hot Launch 523 Series of golf clubs that will be available at retail starting November 1, 2022.

The 523 Series offers two distinct ranges, the E523 and C523. They are designed to cover both ends of the Super-Game-Improvement and Game-Improvement club categories in separate driver, fairway, hybrid, iron, and wedge designs.

Both the Extreme (E) and Competition (C) ranges are designed to produce different playing characteristics targeting a specific player looking for game-enhancing qualities.

- The E range are Extreme Spec Super-Game-Improvement clubs that boast an extremely low Center of Gravity (CG), super-shallow faces, and offset designs designed to get the ball launching in the air with ease.

- The C range features premium Competition Spec Game-Improvement designs with a higher Moment of Inertia (MOI) in classically shaped clubs that sit square at address, while providing the ability to launch the ball with added forgiveness and power.

The 523 series is the 7th iteration of the best-selling Hot Launch line. Each iteration has raised the standard of excellence for mid-tier price point golf clubs in the golf industry.

Hot Launch is designed to be the leader in performance-value custom fitting and much of the focus around Hot Launch 523 will be based around its custom fitting program.

“One of the biggest reasons Hot Launch has been such a successful endeavor for us has been our ability to simplify and take custom fitting to the mainstream,” said Tour Edge founder and President David Glod. “Hot Launch custom fitting has increased 700% over the years and I feel we have created a space that did not exist before for budget-minded golfers to consider the custom fit process.”

Tour Edge will immediately implement its 48-hour shipping arrival program with any Hot Launch 523 custom order. Any 523-custom order from an authorized Tour Edge fitter will be put into the 48-hour delivery protocol. If the order is placed into Tour Edge by 1:30 PM central time on a weekday, the custom build will arrive in 48-hours in the continental U.S.

The entire Hot Launch 523 Series mobile fitting bags will be available in over 1000 authorized fitting locations.

“No one else is putting this kind of focus on fitting at this price point level,” said Glod. “We’ve really opened up the door to a large group of golfers to get custom fit for their golf clubs who would not have considered it previously.”

With Hot Launch 523, Tour Edge is employing several key innovations from their tour-preferred Exotics brand, including Ridgeback, Diamond Face VFT and VIBRCOR technologies, while also upgrading current innovations like the game-changing Houdini Sole and the acoustic-enhancement of the product.

“523 is a running upgrade over the 522 series, but we continue to bring as much innovation to this line from our ultra-premium and tour-inspired Exotics lineup,” said Glod. “With Hot Launch, our goal is to bring as many performance benefits as we can to the budget minded golfer, and to add in the custom fitting element that matches the unprecedented demand the marketplace is experiencing for Game-Improvement clubs.”

Retail prices will be \$269.99 for both the E and C drivers, \$169.99 for both E and C fairway metals and \$149.99 for the E and C hybrids. The C522 Irons will sell for \$79.99 per iron, while the E522 Irons will retail for \$99.99 per iron. The E and C wedges will both cost \$89.99 per wedge.

**Hot Launch E523 Driver** - The Extreme Game Improvement Hot Launch E523 Driver is designed to be the easiest driver to hit in the market for slower to medium swing speeds. Every aspect of the E523 is focused on improving launch and accuracy. The technology built into the E523 Driver is all about easy launch, consistent playability, and maximum forgiveness across the entire face.

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

unique and patented design allows engineers to precisely position weight in the head for an ultra-low and deep CG, optimizing launch conditions and greatly improving stability.

- **High Moment of Inertia** – An extremely high MOI makes this driver an extremely stable and powerful weapon off the tee. This increased MOI will improve ball speed on miss-hits and will keep shots straighter, while the back and low CG positioning creates high-flying, powerful tee shots.
- **Ridgeback Technology** – TE engineers have brought the Ridgeback Tech concept from Exotics to Hot Launch on the E523 Driver with a Ridgeback rail on the crown. The Ridgeback rail provides increased structural properties that help produce more power on across the entire face, including the extreme perimeters. The Ridgeback activation also is utilized as a unique alignment aid at address.
- **Diamond Face VFT** - Diamond Face Variable Face Thickness technology is a breakthrough in face technology that features 39 different thick and thin diamond shapes or “minitrampolines” behind the face. Diamond Face VFT produces a hotter face with faster ball speeds and better performance on off-center hits, as well as reduced spin.
- **Heel Weighted / Slice-Fighting Offset Design** - Offset designs are combined with a heel sole weight to provide the ultimate in slice fighting technology. The offset design of the E523 Driver added with a heel sole weight allows the face to square up at impact for straighter ball flight.
- **New Power Channel** – The Power Channel on the sole of the club behind the face is new to the E523 Driver and provides a myriad of performance benefits. The Power Channel distributes weight to promote increased face flexing, amplified ball speed and less spin, as well as added forgiveness on shots struck lower on the face.
- **Ultra-Light Premium Shafts** – The E523 Driver comes stock with an ultra-light UST Mamiya HL-SST graphite shaft that ranges from 49 to 65 grams depending on the flex. The UST Mamiya HL-SST shafts feature Stabilized Shaft Tech, a softer tip, and a mid-range flex. Stabilized Shaft Tech is an added cross weave that reduces ovaling for better stability during the loading and unloading of the shaft.

**Hot Launch E523 Fairway Metal** - The Extreme Game Improvement Hot Launch E523 Fairway Metal is designed to produce higher-flying shots with extreme accuracy. This 17-4 stainless-steel fairway features the patented Houdini Sole in conjunction with a super-shallow face, a slice-fighting offset design and heel weighting for added draw bias.

- **Houdini Sole Technology** - The raised steel mass area of the Houdini Sole at the rear of the clubhead reduces the amount of sole area to reduce drag and turf interaction. The Houdini Sole 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%.
- **Super-Shallow Face Design** - The super-shallow Cup Face designs in the Hot Launch E metals are designed for extreme playability and high-flying launch characteristics. These shallow faces produce higher launch angles and extreme ease of launch with extreme forgiveness.
- **Diamond Face VFT** - 39 different thick and thin diamond shapes or “minitrampolines” behind the face that produce a hotter face with faster ball speeds and better performance on off-center hits.

- **Heel Weighted Slice-Fighting Offset Design** - The offset design of the E523 Fairway added with a heel sole weight allows the face to square up at impact for straighter ball flight.
- **Ultra-Light Premium Shafts** – The E523 Fairway comes stock with an ultra-light UST Mamiya HL-SST graphite shaft that ranges from 49 to 65 grams depending on the flex.

**Hot Launch E523 Hybrid** - The Extreme Game Improvement E523 Hybrid includes the patented Houdini Sole along with a super-shallow face, slice-fighting offset designs and heel weighting for added draw bias.

- **Houdini Sole Technology** - The raised steel mass area of the Houdini Sole at the rear of the clubhead reduces the amount of sole area to reduce drag and turf interaction. The Houdini Sole 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%.
- **Larger Footprint Hybrid Design with a Super-Shallow Face Design** - The super shallow face coupled with a larger footprint design in the Hot Launch E metals are designed for extreme playability and high-flying launch characteristics. These larger hybrid design with an extremely shallow face produces higher launch angles and extreme ease of launch with extreme forgiveness.
- **Diamond Face VFT** - 39 different thick and thin diamond shapes or “minitrampolines” behind the face that produce a hotter face with faster ball speeds and better performance on off-center hits.
- **Heel Weighted Slice-Fighting Offset Design** - The offset design of the E523 Hybrid added with a heel sole weight allows the face to square up at impact for straighter ball flight.
- **Ultra-Light Premium Shafts** – The E523 Hybrid comes stock with an ultra-light UST Mamiya HL-SST graphite shaft that ranges from 49 to 65 grams depending on the flex.

**Hot Launch E523 Iron** - These hollow iron-wood designs put a major emphasis on ease of launch, playability and correcting miss-hits and slices to go straighter for the ultimate in ease of use. The improved hollow-body design of the Hot Launch E523 Iron features the game-changing Houdini Sole in conjunction with a super-shallow face, slice-fighting offset designs and heel weighting for added draw bias.

- **Houdini Sole Technology** – The patented Houdini Sole reduces the amount of sole area to reduce drag and turf interaction by 35% and is instrumental in significantly altering the CG placement of the E523 Iron, making it one of the highest launching and easiest to hit irons ever produced.
- **Hollow-Body Perimeter Weighting** - Hollow-body perimeter weighting produces distance properties of a metalwood in an iron-like design. Hollow-body perimeter weighting produces maximum ball speed off an iron. The hollow-body design makes for an extremely low and back CG, helping to create a very forgiving and powerful face.
- **Concave Body Design** – A new concave design added to the E523 Iron creates our best looking hollow-body iron-wood to date. The concave treatment to the shape of the E523 Iron creates a smaller topline, and a less visible backend for a more compact look at address, while still providing industry-leading forgiveness and ease of launch.
- **Shallow Face/Offset Design** - The super-shallow face coupled with an offset design are designed for extreme playability and high-flying launch characteristics. The offset design acts as built-in slice fighting technology, squaring the clubhead at impact to produce anti-slice ball

flights. The extremely shallow face produces higher launch angles and extreme ease of launch with extreme forgiveness.

- **Ultra-Light Premium Shafts** - The C523 Iron comes stock with the super-light UST Mamiya HL-SST graphite shaft by that range from 45 to 60 grams depending on the flex. It is also available in a True Temper XP-85 steel shaft.

**Hot Launch E523 Wedge** - The Extreme Game Improvement Hot Launch E523 wedge features a Houdini sole that makes it super easy to get the ball out of the sand or tough lies and helps eliminate flubs or thins – it's simply the easiest wedge you'll ever hit!

- **Houdini Sole** – The Houdini Sole is a raised steel mass area at the rear of the clubhead, as well as a curved leading edge under the face. The patented sole design reduces the amount of sole area to reduce drag and turf interaction by 35% and is instrumental in significantly altering the CG placement of the E523 Wedge.
- **Condensed Wide Sole Design/Added Camber** – The wide sole of this super game improvement wedge has been condensed in the 523 Series while still providing all the benefits of a wide sole design wedge. Extra camber has also been added to the sole of the clubhead. The wide sole and heavier weight of the E523 Wedge provide superior contact through the turf and help eliminate flubs, while the additional camber reduces digging.
- **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 with Rounder Leading Edge** – An oversized face design on the E Series wedge provides more striking area for players seeking an extreme game improvement wedge. The E523 wedge design enhances consistency and accuracy. It also raises the MOI for enhanced precision around greens and better playability from the sand and rough.
- **Full Face Maximized Grooves** – The full-face coverage grooves of the E523 Wedge are maximized to USGA depth and sharpness. The groove design provides exceptional spin and control across the entire face of the wedge.

**Hot Launch C523 Driver** - This Competition Spec Hot Launch C523 Driver features a more traditional design and setup that delivers maximum ball speed for medium to fast swing speeds. The Hot Launch C range is for the player seeking optimal launch and spin rates, while still enjoying the benefits of extreme ease of use, forgiveness, and accuracy.

- **New Sole Rail Design** – The C523 driver features a new sole rail design that extends from leading edge to trailing edge. The new sole rail produces a super-low CG for high-launching shots with optimized spin rates and maximum ball speed off the face.
- **MOI-Boosting Rear Sole Weight** – A back weight is strategically placed to the extreme rear of the clubhead that places more mass at the trailing edge of the clubhead. The back weight creates an extremely high MOI rating, an 8% increase over the previous iteration, and surpassing 5,000 grams per cubic centimeter squared for top in-line stability.
- **Diamond Face VFT** – Diamond Face Variable Face Thickness technology is a breakthrough in face technology that features 39 different thick and thin diamond shapes or “mini-trampolines” behind the face. Diamond Face VFT produces a hotter face with faster ball speeds and better performance on off-center hits, as well as reduced spin.

- **Larger Power Channel** – The Power Channel on the sole of the club behind the club face is strategically deeper and wider in the C523 design. The 85% larger Power Channel featured on the C523 Driver distributes weight to promote increased face flexing, amplified ball speed and less spin, as well as added forgiveness on shots struck lower on the face.
- **360-degree Cup Face Design** – The premium 6-4 Titanium head features a deep 360-degree Cup Face design. Cup Face construction increases the amount of face flexing on off-center hits to achieve higher ball speeds and creates a more solid feel.
- **Ultra-Light Premium Shafts** – The C523 Driver comes stock with an ultra-light UST Mamiya HL-SST graphite shaft that ranges from 45 to 60 grams depending on the flex. The UST Mamiya HL-SST shafts feature Stabilized Shaft Tech, a softer tip, and a mid-range flex.

**Hot Launch C523 Fairway Metal** - This 17-4 stainless steel Competition Spec Hot Launch C523 Fairway Metal features a classic design and setup for the player seeking optimal launch and spin rates, while still enjoying the benefits of extreme forgiveness.

- **New Sole Rail Design** – The C523 fairway features a new sole rail design that extends from leading edge to trailing edge. The new sole rail design produces a super-low CG for high launching shots with optimized spin rates, decreased turf interaction and maximum ball speed off the face. The rail design lowered the CG and allowed for a 42% increase in hitting area on the face of the fairway, making it easier to achieve greater power and increased forgiveness.
- **MOI-Boosting Rear Sole Weight** - A back weight is strategically placed to the extreme rear of the clubhead that places more mass at the extreme trailing edge of the clubhead. The back weight creates an extremely high MOI rating, an 11% increase over the previous iteration, for top in-line stability. This weighting dramatically affects a lower and deeper CG positioning of the club for ease of launch and more forgiveness off the face at impact.
- **Diamond Face VFT** - 39 different thick and thin diamond shapes or “minitrampolines” behind the face that produce a hotter face with faster ball speeds and better performance on off-center hits.
- **Larger Power Channel** - The Power Channel on the sole of the club behind the club face is strategically deeper and wider in the C523 design. The 75% larger Power Channel featured on the C523 Fairway Metal distributes weight to promote increased face flexing, amplified ball speed and less spin, as well as added forgiveness on shots struck lower on the face.
- **Player Preferred Shaping** - The more compact profile and deeper face of the C523 Fairway were designed with the competitive player in mind. The C523 Fairway design sits open and has a more pear-shaped traditional design that player’s look for at address.
- **Ultra-Light Premium Shafts** – The C523 fairway comes stock with an ultra-light UST Mamiya HL-SST graphite shaft that ranges from 45 to 60 grams depending on the flex. shaft.

**Hot Launch C523 Hybrid** - The Hot Launch C523 Hybrid provides an extremely high Moment of Inertia (MOI) that tightens dispersion and increases overall accuracy in a compact design. This hybrid is for the player seeking optimal launch and spin rates in a minimal offset design, while still enjoying the benefits of extreme playability.

- **New Sole Rail Design** - A new sole rail design on all C523 metals that extends from leading edge to trailing edge. The new sole rail design produces a super-low CG for high launching shots with optimized spin rates, decreased turf interaction and maximum ball speed off the face. The rail design lowered the CG and allowed for a 36% increase in hitting area on the face of the fairway, making it easier to achieve greater power and increased forgiveness.

- **MOI-Boosting Rear Sole Weight** - A back weight is strategically placed to the extreme rear of the clubhead that places more mass at the extreme trailing edge of the clubhead. The back weight creates an extremely high MOI rating, an 11% increase over the previous iteration, for top in-line stability.
- **Diamond Face VFT** - 39 different thick and thin diamond shapes or “minitrampolines” behind the face that produce a hotter face with faster ball speeds and better performance on off-center hits.
- **Larger Power Channel** - The Power Channel on the sole of the club behind the club face is strategically deeper and wider in the C523 design. The 90% larger Power Channel featured on the C523 Hybrid distributes weight to promote increased face flexing, amplified ball speed and less spin, as well as added forgiveness on shots struck lower on the face.
- **Player Preferred Shaping** - The more compact profile and deeper face of the C523 Hybrid were designed with the competitive player in mind. The C523 Hybrid design sits open and has a more pear-shaped traditional design that player’s look for at address. This versatile hybrid will play from the tee, fairway, rough and around the green.
- **Ultra-Light Premium Shafts** – The C523 hybrid comes stock with an ultra-light UST Mamiya HL-SST graphite shaft that ranges from 45 to 60 grams depending on the flex.

**Hot Launch C523 Iron** - Hot Launch C523 irons combine maximum distance and forgiveness in a traditional cavity back design with amazing feel thanks to even more VIBRCOR technology featured inside the clubhead.

- **VIBRCOR Technology** –VIBRCOR is a high-grade TPU strategically placed in the deep undercut pocket to create a new speed inducing and feel-enhancing internal technology. VIBRCOR creates a distinct feel of the clubhead at impact that dampens sound and shock, while also creating perimeter weighting around the entire clubhead for maximum forgiveness and power and ball speed enhancement off the face.
- **Compact Design with Sharper High Toe** - A new shape for the C523 Iron features a more compact design, a thinner topline and a sharper high toe that promotes myriad game improvement benefits in a classic iron. The more compact design of the C523 Iron has removed weight from the top line to create an ultra-low CG. The ultra-low CG placement promotes a high launch, stability at impact and added forgiveness on off-center hits.
- **Wide Sole / Deep Undercut Design** - The wide sole of the C523 Iron and its deep 360-degree undercut cavity is optimized for playability, turf interaction and ease of launch. The wider sole of the C523 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.
- **Toe Weighted Design** - Advanced toe weighting has been strategically increased and made more visible in the new C523 Iron design. This added toe weighting maximizes stability on impact and provides better off center hit distance from the face of the iron and elongates the sweet spot and creates a pure feel off the face of the irons.
- **Power Lofted Setup** - The lower and deeper CG allowed the C523 irons to be power lofted to create an extreme distance iron. Power lofting in this forgiving iron design promotes both distance and optimized height that achieves maximum distance without sacrificing the peak apex trajectory.

- **Ultra-Light Premium Shafts** - The C523 Iron comes stock with the super-light UST Mamiya HL-SST graphite shaft by that range from 45 to 60 grams depending on the flex. It is also available in a True Temper XP-85 steel shaft.

**Hot Launch SuperSpin VIBRCOR Wedge** - The Hot Launch SuperSpin Wedge offers an extremely forgiving wedge with enhanced feel for every level of golfer looking for more control in their short game. This cavity back wedge features VIBRCOR technology that provides a soft feel at impact with great feedback so you can better control your wedge shots around the green.

- **VIBRCOR Technology** – VIBRCOR tech comes to the Hot Launch line for the first time with the Super Spin wedge! VIBRCOR is a high-grade TPU strategically placed in the deep undercut pocket to create a speed-inducing and feel-enhancing internal technology. VIBRCOR creates a distinct feel of the clubhead at impact that dampens sound and shock.
- **Beveled Leading Edge/Cambered Sole** - The wedge's beveled leading edge creates an exceptionally versatile design for every type of wedge shot. A cambered sole means a curved and more rounded sole will glide more smoothly across the turf without digging. The SuperSpin wedge features a beveled leading edge that reduces digging, while rounded cambered sole creates smoother turf interaction. A more rounded sole will help every level of player get out of tough lies and bunkers.
- **Rear Weight Pad** – Extra weight is centralized behind the top portion of the face. This added weight in the upper center of the face expands the sweet spot vertically, so shots struck higher on the face maintain exceptional control and feel.
- **Maxed CNC Grooves** - Computer-milled grooves that are at the maximum depths allowed by the USGA. These maxed out CNC grooves provide perfect control and spin around the greens for every level of golfer from pro to beginner.
- **Ultra-Light Premium Shafts** - The SuperSpin VibRCor wedge comes stock with the super-light UST Mamiya HL-SST graphite shaft that range from 45 to 60 grams depending on the flex. It is also available in a True Temper XP-85 steel shaft.