



## Tour Edge Introduces Three New HL4 Iron Sets; HL4 Iron, HL4 Iron-Wood and HL4 Triple Combo

*New HL4 line designed to be the leader in custom fit performance value*

Tour Edge, Golf's Most Solid Investment, today announced the launch of three new Hot Launch 4 iron sets; the HL4 Iron set, the HL4 Iron-Wood set and the HL4 Triple Combo set.

HL4 is the fourth release in the award-winning Hot Launch series from Tour Edge founder and master club designer, David Glod. HL4 features a complete lineup from driver to irons, all designed to fill a niche as the best technology and performance at a mid-tier price point.

The new premium performance clubs will be available nationwide and globally on August 1<sup>st</sup>.

All HL4 custom fit orders will ship with Tour Edge's unprecedented 48-hour delivery guarantee in the continental United States.

### HL4 Iron Set

HL4 Irons are made with the extremely soft 431 stainless steel, providing the optimal feel for players of all levels.

The HL4 Irons incorporate an expanded undercut cavity to provide maximum forgiveness, power and consistent performance.

The vast undercut cavity allows weight to be moved away from the face and into the sole for a higher MOI and high CT with faster ball speeds. This undercut cavity also provides a higher launch angle and enhanced forgiveness.



The HL4 irons were also designed with a shallower face height and a wider sole for a deeper CG and an easier launch.

The lower and deeper CG allowed the 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.

"The HL4 Irons are traditional in looks only," said Glod. "Their advanced game improvement tech and design techniques make them beautiful performers at a price well below the majority of irons available on the market."

Advanced toe weighting technology in the HL4 Iron maximizes stability on impact while Variable Face Thickness technology provides better off-center hit distance from the face of the iron.

The HL4 Iron set comes 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.

The HL4 Iron also serves as the 8-iron, 9-iron and pitching wedge featured in the HL4 Triple Combo set.

### **HL4 Iron-Wood Set**

The newly designed HL4 Iron-Wood features a re-designed shape with a thinner forged face for more spring-like effect and distance. The upgraded distance is about a club longer over the previous Hot Launch iron-woods.

The iron-wood combines a hollow hyper steel body with a super-thin forged steel face with variable face thickness for maximum ball speed.

"The iron-wood is a best-seller for Tour Edge and this revolutionary set has become famous for vastly improving countless numbers of golf games," said Executive Vice President of Tour Edge John Craig. "We were one of the first to ever make a hollow body iron and we have been able to perfect it over the years to the point where this set provides the very best in launch, distance and forgiveness. Every golfer can benefit greatly from this club and from this set."



The HL4 Iron-Wood is available in 12 different individual lofts designed to replace standard two-iron to lob wedge irons. The iron-wood set is sold as a 7-piece set, for example from 4 iron-wood to pitching iron-wood, but can be purchased in any desired seven club configuration.

The iron-woods in the set feature a progressive sole width, offset and top line making the set seamless so that every club is perfectly suited to hit every shot desired.

"The progressive design of every club in the set, the visual presentation and ultimately the fact that this club enables players to hit better shots than they can with more conventional irons," said Glod.

### **HL4 Triple Combo Set**

The HL4 Triple Combo set provides players with the most versatile set in golf and provides the most powerful, forgiving and accurate club possible for every situation on the golf course.

Plus, the end-consumer will save significantly in their investment in buying their hybrids, iron-woods and irons together as one set.

"The Triple Combo set combines three different HL4 models in a perfect seven-club blend," said Craig. "The set earns classification as a maximum game improvement set due to the ease of use and added distance it provides, but it really stands out as a set that will bring added distance, efficiency and control to your golf game."

The HL4 Triple Combo is a seamless iron set that includes two HL4 hybrids (22 and 25 degrees), two HL4 Iron-Woods (29 and 32 degrees) and three HL4 Irons (35, 40 and 44 degrees.)

The No. 4 and 5 HL4 hybrids bring greater distance and forgiveness to the set over traditional long irons, while the No. 6 and 7 HL4 Iron-Woods provide the ultimate in forgiveness and ease of launch to the set.

The 8-iron through PW in the traditional HL4 irons provides a traditional PW set up designed to deliver exceptional feel and control on approach shots.

"I love the triple combo set," said Glod. "It seamlessly combines hybrids, iron-woods and irons so that you're holding the perfectly designed club for every shot you encounter."

The HL4 hybrids features a thinner cup face as well as a thinner and lighter forged 17-4 stainless steel crown that provides faster club and ball speeds.

More weight in the sole of the HL4 Iron-Wood combined with the perimeter weighting properties of a hollow body design increases launch angle and forgiveness on every shot.

The new Rear Inverted Crown design lowers the CG for the highest-launching iron-woods to date.

Variable Face Thickness technology featured in all of the HL4 iron sets provides more contact points from the face that results in better off-center hit distance.

All of the HL4 iron sets feature higher MOI properties, which is a consistent performance upgrade throughout the entire HL4 line.



## **HL4 Custom Fitting**

The Hot Launch series is designed to take advantage of the emerging growth segment of customization within the equipment market. Until the launch of Hot Launch by Tour Edge, the value segment of the custom fitting market had been largely under-served.

"We see HL4 as being the best value available in the custom fitting market," said Glod. "That is why we created our 48-hour custom fitting delivery guarantee and why we are making a significant commitment to advertise HL4 heavily on the Golf Channel and elsewhere with the message of *Get Fit. Spend Less. Play Better*. We want to open up custom fitting to thousands of new golfers who are looking for innovation and performance at logical prices."

Tour Edge plans to have over 750 custom fitting centers across the country that will feature the mobile HL4 custom fitting bag and their industry leading 48-hour guaranteed delivery on custom fit orders. All custom fit specific orders turned into Tour Edge by 2:30 PM Central standard time will be built at Tour Edge headquarters in Batavia, IL and shipped to any continental U.S. state in 48-hours time, either back to the Tour Edge fitting location or directly to the end consumer.

"We are aggressively marketing the message that every golfer should be getting custom fit, and that it is especially mid to high handicap players who have the most to gain by getting fit," said Tour Edge Vice President of Marketing Jon Claffey. "Our goal is to open the flood gates on custom fitting and HL4 has proven to be the perfect product to accomplish this goal with its advanced technology, top-tier performance and amazing price structure."

## **HL4 Iron Specs**

The HL4 Iron set will feature a retail price of \$419.99 in steel and \$489.99 in graphite. The entire set will be available in right and left-handed models.

A complete 7-piece HL4 Iron-Wood set will retail for \$529.99 and \$599.99 in steel and graphite, respectively. The entire set will be available in right and left-handed models.

The HL4 Triple Combo set will feature a retail price of \$569.99 in steel and \$599.99 in graphite. The entire set will be available in right and left-handed models.

The HL4 series features an upgraded UST Mamiya Shaft that offers enhanced tip stability. It is available in Ladies, A-flex, Regular and Stiff shafts ranging from 45 to 65 grams. The set is also available in KBS Tour 90 steel shafts in Regular and Stiff shafts.

The line has also been upgraded to a Lamkin Z5 multi-compound grips that features distinct hand-placement zones. A larger Midsize grip is now available as a custom option on all HL4 products.

All three iron sets will be available August 1<sup>st</sup> at an authorized Tour Edge retailer. To find a Tour Edge retailer near you, call (800) 515-3343 or visit [touredge.com](http://touredge.com).

## **Key HL4 Iron Technology**

- A new larger undercut cavity for a higher MOI, launch angle and enhanced forgiveness
- New design features a slightly wider sole and shallower face height to create a lower and deeper CG
- Soft 431 Stainless Steel for greater accuracy and feel
- Power lofted for longer distance and lower spin with same launch characteristics

- Advanced Toe Weight technology creates an expanded sweet spot
- Advanced Variable Face Thickness technology for better off-center hit distance
- Upgraded UST shaft features enhanced tip stability
- Upgraded Lamkin Z5 multi-compound grip
- Expanded custom fitting options

### **Key HL4 Hybrid Technology**

- Thinner and lighter Forged Steel Crown for faster clubhead speed
- High-Launching shallow face/high toe design for high launch
- Redesigned higher CT/COR Cup Face Design with Variable Face Thickness technology provides maximum power from more contact points on the face
- Wider and deeper Power Channel redistributes weight and maximizes face flex
- Upgraded UST shaft
- Upgraded Lamkin Z5 multi-compound grip
- Expanded custom fitting options

### **Key HL4 Iron-Wood Technology**

- Available individually or as a complete set
- Progressing sole width offset and top line in the set  
All new re-designed shape will inspire confidence at address
- Super thin forged face for a powerful launch
- Hollow hyper-steel body maximizes stability so every shot is powerful and accurate
- Rear Inverted Crown lowers the CG for high launch
- Progressing sole width, offset and top line in the set
- Weighted sole positions more weight below the ball for high-flying shots
- Wider and deeper Power Channel redistributes weight and maximizes face flex
- Upgraded UST shaft
- Upgraded Lamkin Z5 multi-compound grip
- Expanded custom fitting options

### **About Tour Edge**

In 1986, David Glod founded Tour Edge with a focus on offering golfers with high quality and technologically advanced golf products that were as cutting edge as they were affordable.

He is now considered one of the preeminent master club designers in golf club design and has led Tour Edge to be a Top 10 manufacturer in every club category.

Tour Edge products have been put in play on the PGA TOUR, PGA Tour Champions, LPGA Tour and Web.com Tour, as well as European professional tours, and have been in play in every PGA TOUR major championship and in Ryder Cup competitions. This has led Tour Edge equipment to 21 wins on the PGA Tours (10 PGA TOUR, 10 PGA Tour Champions and one Web.com Tour victories.)

Since 2018, Tour Edge clubs earned 11 wins, 12 runner-up finishes, over 45 Top 5 finishes and over 75 Top 10 finishes on the PGA Tours.

Tour Edge, an American owned and operated company for more than 33 years, manufactures and sells golf clubs under three distinct brand names: Exotics, Hot Launch and Bazooka.

- Exotics products bring futuristic technologies to the marketplace with tour preferred designs and smaller production runs. Exotics clubs utilize higher-grade, avant-garde materials and manufacturing methods that have established Exotics as a leader in quality craftsmanship and to redefine what is possible in golf club performance.
- Hot Launch has forged a name for itself as a producer of high-quality premium game improvement golf clubs from driver to wedge. Hot Launch has proven to provide the greatest custom fit value in golf and includes an unprecedented guaranteed 48-hour custom fit delivery program.
- Bazooka represents Tour Edge's Get In The Game products and the absolute best value available in golf, offering advancing players, beginners, women and juniors the best in playability and affordability.

All Exotics and Hot Launch clubs are hand built in the United States in Batavia, Illinois and then distributed throughout the world. Every Tour Edge club comes with a Lifetime Warranty and a 30-day play guarantee.

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