



Tour Edge Introduces Two New HL4 Drivers with Extreme MOI Properties

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 their new line of Hot Launch 4 drivers that feature all new designs and technology producing extremely high MOI properties.

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 1st.

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

"This is an early release to a product line that we developed for 2020," said Glod. "We have spent the last 18 months looking at how to improve the best performance value drivers in the game and the end result is an all new shape that has an MOI that rivals that of a \$500 driver. It's an extremely forgiving design that all levels of players can benefit from."



The HL4 driver comes in two different configurations— a straight version and an offset version. Both drivers feature a forged titanium head and Cup Face technology, which increases the amount of face flexing for increased club and ball speeds.

The HL4 driver features an all new sloped crown design that is deeper from face to back. No skirt where the sole plate meets the crown equates to a 12% increase in MOI over the previous Hot Launch drivers.

This new design makes for an extremely high Moment of Inertia above 5000 grams per cubic centimeter. Moment of Inertia is a measure of a body's resistance to angular

acceleration or twisting, meaning that the HL4 is a more stable driver. This higher MOI will increase ball speed on miss-hits and will keep shots straighter.

The forged 6-4 Titanium head features a deeper cup face design and a rounder face shape for exceptional power and vastly improved acoustics.

Cup Face technology combined with Variable Face Thickness technology provides greater distance from more contact points on the face that results in better off-center hit distance.

The new drivers also feature a further back rear sole weight placement for an even higher MOI that delivers more stable, powerful tee shots that will fly higher and longer.

The Power Channel on the sole of the club behind the club face is wider and deeper for better weight distribution and increased face flexing. The Power Channel delivers amplified ball speed and less spin, as well as added forgiveness on shots struck lower on the face.



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 Driver Specs

The straight neck HL4 driver comes in a 9.5, 10.5 and 12 degree lofts, while the HL4 Offset driver will be available in 10.5, 12 and 13.5 degree lofts. The 10.5 degree HL4 Offset will be available in left-handed.

The HL4 series features an upgraded UST Mamiya graphite shaft that offers enhanced tip stability. The drivers are available in Ladies, A-flex, Regular and Stiff shafts ranging from 48 to 60 grams.

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

Both drivers will be available August 1st at an authorized Tour Edge retailer and will feature a retail price of \$199.99.

To find a Tour Edge retailer near you, call (800) 515-3343 or visit touredge.com.

Key HL4 Driver Technology:

- Offset hosel available for maximum slice-fighting control
- Forged 6-4 Titanium
- Super-High MOI Sloped Crown
- Titanium Cup Face technology works in conjunction with Variable Face Thickness technology to provide maximum power from more contact points on the face
- Further back weight placement in the rear sole weight creates a deep CG
- Wider and deeper Power Channel technology maximizes face flex.
- High Launch lofts are available in 10.5, 12 and 13.5 degrees
- 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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