

Tour Edge Launches Two New HL3 Drivers at PGA Merchandise Show

New HL3 line designed to be the leader in custom fitting value offering

Tour Edge announced today the company will launch their new line of Hot Launch 3 drivers at the 2018 PGA Merchandise Show January 24. HL3 is the third release in the award-winning Hot Launch series from Tour Edge founder and master club designer, David Glod.

The new premium performance clubs will be available nationwide on February 1, 2018.

In one of the most exciting golf club launches of 2018, Tour Edge's HL3 features a complete lineup from driver to wedge, all designed to fill a niche as the best pound-for-pound technology and performance at a mid-tier price point.

The HL3 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 ball speed.

"When we tested these drivers both internally and with independent robotic testing, we found that the HL3 driver performance is extremely close or better than drivers that price out two to three times more," said Executive Vice President of Tour Edge John Craig. "In one case, HL3 was longer than a popular model that has been one of the most played on the professional tours. In that same test, the HL3 driver featured less spin and dispersion than the best-selling driver model at retail this year. Our goal was to utilize top performance technology like Cup Face to create drivers that could hang with the best of the best at a fraction the cost."

HL3 technology also delivers incredible forgiveness, as well. Variable Face Thickness technology provides more contact points on the face that provide better off-center hit distance. The Power Channel on the sole behind the club face is designed to deliver amplified ball speed and less spin, as well as added forgiveness on shots struck lower on the face. Additionally, a rear sole weight moves the center of gravity back deeper in the club head to create an easy launch that will fly higher and longer.



“Our HL3 line has taken a major step forward in terms of looks and performance over Hot Launch 2 and that was a product that we saw more than double in revenue,” said Glod. “We really see HL3 as being the driving force of growth for Tour Edge and that all comes down to it being the best value available in the custom fitting market. That is why we have decided to make a significant financial commitment to advertise HL3 heavily on the Golf Channel and elsewhere with the message of *Get Fit. Spend Less. Play Better.*”

The Hot Launch series is designed to specifically to take advantage of the emerging growth segment of customization within the equipment market and until the launch of Hot Launch by Tour Edge; the value segment of this market has been largely under-served.

Tour Edge plans to have up to 1,000 custom fitting centers across the country that will feature the new mobile HL3 custom fitting bag and their unprecedented 48 hour guaranteed delivery on custom fit orders.

“We are aggressively marketing the message that every golfer should be getting custom fit, and that it is especially high handicap players who have the most to gain by getting fit,” said Tour Edge Vice President of Marketing Jon Claffey. “You don’t need to spend your kid’s college tuition to get into a high-performance, high-technology game-improving set of golf clubs. Our goal is to open the flood gates on custom fitting and HL3 has proven to be the perfect product to accomplish this goal with its advanced technology, top-tier performance and amazing price structure.”

The straight HL3 driver comes in a 9.5 and 10.5 degree lofts, while the HL3 Offset driver will be available in 10.5, 12 and 13.5 degree lofts. The 10.5 degree HL3 Offset will be available in left-handed. The stock shaft for both HL3 drivers is a UST Mamiya designed exclusively for the HL3 line. It is available in Ladies, A-flex, Regular and Stiff shafts ranging from 48 to 60 grams.

Both drivers will be available February 1 at an authorized Tour Edge retailer and will feature a cost of \$189.99. To find a Tour Edge retailer near you, call (800) 515-3343 or visit touredge.com.

Key HL3 Driver Technology:

- Titanium Cup Face Technology
- Straight and Offset Offerings
- Advanced Face Variable Thickness Technology
- Rear Sole Weight
- Power Channel Technology

About Tour Edge Golf

In 1985, 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 is driven to provide the very best in forward-thinking technology and in utilizing advanced materials that are proven to perform better than the status quo. Independent robotic tests and professionals who play Tour Edge products on the PGA TOUR, PGA Champions Tour, LPGA Tour and Web.com Tour without club contracts have proven time and time again that the unique technology approach that Glod and Tour Edge have taken has set them apart from the competition. Tour Edge products have earned 10 victories and over 50 Top 10 finishes on the PGA TOUR.

Tour Edge, an American owned and operated company for more than 32 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. 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 the absolute best value available in golf, offering advanced players, beginners, women and juniors the best in playability and affordability.

All Exotics and Hot Launch clubs are hand-built in the United States and then distributed throughout the world. Every Tour Edge club comes with a Lifetime Warranty and a 30-day play guarantee. High resolution images are available at www.touredge.com (select Media Center). For more information, call (800) 515-3343 or visit touredge.com.

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