

Tour Edge Launches HL3 Iron Set with Vast Undercut Cavity At PGA Merchandise Show

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

Tour Edge announced launched their new Hot Launch 3 Iron set 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 Hot Launch HL3 Iron is a complete set and is also the 8-iron, 9-iron and pitching wedge featured in the HL3 Triple Combo set.

HL3 Irons are made with the extremely soft 431 stainless steel, providing a feel for players of all levels. The HL3 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.



HOT LAUNCH

"There are a variety of technologies at work in the HL3 Iron to make it a superb traditional iron set," said Glod. "The biggest difference maker is the deeper undercut cavity in the design that provides a higher MOI and spring like effect to the VFT face. Combine that with the notch hosel feature on the 3-iron through 7-iron and you have a very advanced iron set for under \$500."

Advanced toe weighting technology maximizes stability on impact while Variable Face Thickness technology provides better off-center hit distance from the face of the iron. A notch hosel featured in the 3-through 7-irons removes weight from the heel and re-positions it into the toe, elongating the sweet spot for unsurpassed forgiveness.

“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 HL3 Iron set comes as a 7-piece set with options from 3-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 stock shaft for the HL3 Iron set is a UST Mamiya designed exclusively for the HL3 line. It is available in Ladies, A-flex, Regular and Stiff shafts. The set is also available in KBS Tour 90 steel shafts in Regular and Stiff shafts.

The HL3 Iron set will be available February 1 at an authorized Tour Edge retailer and will feature a cost of \$419.99 in steel and \$489.99 in graphite. To find a Tour Edge retailer near you, call (800) 515-3343 or visit touredge.com.

Key HL3 Iron Set Technology:

- Advanced Face Variable Thickness Technology
- Deep Undercut Cavity
- Toe Weight Technology
- 431 Stainless Steel

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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