

## **New HL3 Iron-Wood, HL3 Iron-Wood Set Launched by Tour Edge at PGA Merchandise Show**

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

Tour Edge announced today the company introduced their new Hot Launch 3 Iron-Wood and the new complete set of HL3 Iron-Woods 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.

Tour Edge hybrids and iron-woods have been setting standards for years as industry pioneers in hybrid club advancements. The Tour Edge R&D team continues the tradition in the new Hot Launch HL3 Iron-Wood and HL3 Iron-Wood set.

The HL3 Iron-Wood is available in 12 different lofts designed to replace standard two-iron to lob wedge irons features is available individually or as a complete set.

The newly designed series features increased head volumes for added forgiveness and a redesigned forged face that is thinner for a greater trampoline effect and added distance. This amazingly easy to hit club is made of a hollow hyper steel body to maximize stability with a thin forged steel face for increased ball speed.

"The iron-wood has always been a best seller for Tour Edge," said Executive Vice President of Tour Edge John Craig. "We were one of the first to ever make a hollow body iron like this and we have been able to perfect it over the years to the point where the HL3 is easily the best we've ever produced in a high-launch, long distance, maximum forgiveness club. This design has helped countless number of golf games and now with the improved cosmetics and setup of the HL3 Iron-Wood, we expect this club to help all handicap levels of golfers from the low to high handicap player. Literally every golfer can benefit greatly from this club."



Variable Face Thickness technology provides more contact points on the face that provide better off-center hit distance. The heavier sole of the HL3 over past designs positions more weight below the ball for higher flying shots.

“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-serviced.

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-Wood is available in 19, 21, 24, 27, 30, 33, 37, 41, 45, 50, 54 and 60 degree lofts. All lofts will be available in right and left-handed models.

An individual HL3 Iron-Wood will carry a price of \$79.99 in steel and \$89.99 in graphite. A complete 7-piece set will sell for \$529.99 and \$599.99 in steel and graphite, respectively. The stock shaft for the HL3 hybrids 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. The individual club and set is also available in KBS Tour 90 steel shafts in Regular and Stiff shafts.

The HL3 Iron-Wood will be available February 1 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 HL3 Iron-Wood Technology:***

- Super Thin Forged Face Technology
- Advanced Face Variable Thickness Technology
- Hollow Hyper Steel Body
- Heavy Sole

## **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](http://www.touredge.com) (select Media Center). For more information, call (800) 515-3343 or visit [touredge.com](http://touredge.com).

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