

## Tour Edge's Unique New HL3 Triple Combo Set Now Available at Retail

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

Tour Edge officially launched their new Hot Launch 3 Triple Combo Set at the 2018 PGA Merchandise Show January 24. The new premium performance clubs were made 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. HL3 is the third release in the award-winning Hot Launch series from Tour Edge founder and master club designer, David Glod.

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 Hybrids and Iron-Woods. Both clubs are featured in the HL3 Triple Combo set, along with the more traditional HL3 Irons to form a complete set.

The HL3 Triple combo set includes two HL3 Hybrids, two HL3 Iron-Woods and three HL3 Irons; making the HL3 the most versatile set of irons on the market and a way to efficiently maximize your investment over buying the clubs individually. Distance gaps will be perfectly in tune from club to club while offering optimal launch, distance and accuracy from every distance.

"The HL3 Triple Combo set combines three different HL3 models in a perfect seven-club blend," said Executive Vice President of Tour Edge John 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 efficiency and control to your golf game. It's not so much improvement, but it's the dramatic reduction of common mistakes that sneak into every round provided by this three club blended concept. I think that's something that every golfer can get behind, making the HL3 Triple Combo a visionary set that every golfer should be taking a hard look at."



The shallow face/high toe design of the HL3 hybrid produces an expanded sweet spot and a thinner face for added power. The amazingly easy to hit HL3 Iron-Wood features the heavy sole that positions more weight below the ball for higher flying shots. The HL3 8-iron through pitching wedge irons provides a traditional set up designed to deliver exceptional feel and control on approach shots.

HL3 technology also delivers incredible forgiveness, as well. A forged steel face combined with Variable Face Thickness technology provides more contact points on the face on both the HL3 Hybrid and HL3 Iron-Wood, providing better off-center hit distance.

"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 hybrid comes in 22 degree and 25 degree lofts that serve as a 4 and 5-hybrid in the set. Next, a 30 degree and the 33 degree HL3 Iron-Wood act as the 6 and 7-iron. The traditional design of the HL3 Iron serves as the 8-iron, 9-iron and pitching wedge with 36, 41 and 46 degree lofts, respectively. The entire set will be available in right and left-handed models.

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. The set is also available in KBS Tour 90 steel shafts in Regular and Stiff shafts.

The HL3 Triple Combo set will be available February 1 at an authorized Tour Edge retailer and will feature a cost of \$569.99 in steel and \$599.99 in graphite. To find a Tour Edge retailer near you, call (800) 515-3343 or visit [touredge.com](http://touredge.com).

***Key HL3 Triple Combo Set Technology:***

***HL3 Hybrid Technology:***

- Forged Maraging Steel Face Technology
- Advanced Face Variable Thickness Technology
- Shallow Face, High-Toe Design
- Rear Sole Weighting
- Power Channel Technology

***HL3 Iron-Wood Technology:***

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

***HL3 Iron 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](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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