

Tour Edge Announces Three Additional Lofts in New Exotics CBX Hybrid Line, New TrueLoft System

Tour Edge, Golf's Most Solid Investment, officially releases three new lofts in their wildly-successful Exotics CBX hybrid line, making for six total lofts available in the new clubs that have earned significant usage and top finishes on the PGA Champions Tour.

The Exotics CBX hybrid is the first ever Titanium face, Stainless Steel body and Carbon Fiber sole hybrid design ever produced.

Tour Edge is adding three new lofts 17°, 19°, 22° that will be available to tour players and consumers alike. The new lofts will begin shipping to Authorized Tour Edge retailers on December 15th.

Six different loft options makes the Exotics CBX the most extensive hybrid line available with more lofts available than any other manufacturer that has hybrids in play on the professional tours.

The Exotics CBX full line now consists of 16°, 17°, 18°, 19°, 20° and 22° in hybrids as well as four lofts in two different finishes available in the Exotics CBX Iron-Wood that was recently put into play on the PGA TOUR.

This unprecedented range in hybrid lofts provides a loft for every possible distance scenario and also provides the golfer the ability to expertly choose the best gaps for shots off the tee and/or shots from the fairway or rough. The Tour Edge R&D team expects an average of six to eight yards in between each loft, giving the Exotics CBX a 36-48 yard distance range from 16° to 22°.

Tour Edge has implemented a new system for their Exotics CBX hybrids they call their TrueLoft System. Through extra quality control methods in the bending process of unfinished heads, plus a triple-check on loft and lie in the final stages of the club head making process, Tour Edge is committed to making sure that each club head fits the exact loft that is listed on the club head.

"Tour players need to be dialed in to the exact yard with their hybrids, which can be a very hard feat to accomplish," said Master Club Designer and President of Tour Edge David Glod. "With six available lofts and four more with our CBX Iron-Woods, we are making a commitment to the hybrid category like no one else in the industry. We wanted to make sure that each loft serves its exact purpose and that is why we implemented the TrueLoft System in our R&D process. In the end, we end up rejecting more heads than what others would and that leaves us knowing that our investment is paying off in spades on the golf course."

Tour Edge went the route of adding lofts instead of opting for an adjustable hybrid as they have done in the past despite the extra costs involved because of their non-willingness to sacrifice an additional 15-grams to the neck of the clubhead that is needed to facilitate an adjustable hosel.

“With Exotics, our design standards of efficiency and purity really go all the way to the top,” said Glod . “There is no wasted neck weight with these heads and there is zero face angle manipulation that is caused by a changeable hosel. The Exotics CBX design was made to be as pure of a tour design as they come so adding lofts instead of adjustability was an easy call to make sure that we maintained that purity.”

The new Exotics CBX hybrid integrates new technology designed to push the boundaries of low-spin distance combined with tour-inspired feel and workability.

The new Exotics CBX fairway woods and hybrids were designed with a multi-material construction that includes the top of the line in Beta Titanium, Hyper Steel and Carbon Composite materials. This unique combination of three different materials helps produce a penetrating ball flight that cuts through windy conditions and lowers side spin rates for greater accuracy.

They are currently the only Titanium face fairway woods and hybrids available for sale in the U.S. market.

The Exotics CBX products feature a higher CG that is located slightly forward in the club head through the use of a carbon fiber in the sole, which is significantly lighter than stainless steel. This helps to increase ball speed and reduce spin, which makes for less dispersion. Tour Edge’s extremely thin Beta-titanium cup-face enlarges the ideal hitting area on the clubs. The higher CG location minimizes spin for optimal low-spin distance and tour preferred penetrating trajectory.

“All Exotics products embrace new materials and manufacturing methods” said Glod. “We call it our material advantage and it’s the very DNA of all Exotics products; the CBX hybrid is our latest example of this ethos.”

Highlighting the face is the Exotics variable face thickness (VFT technology) for forgiveness on off-center hits and to promote faster ball speeds. It is brazed to stainless steel behind the hitting area which allows the face to flex more at impact.

The CBX hybrid comes with premium high-performance stock shaft options: Project X HZRDUS Black, Mitsubishi Rayon Kuro Kage Silver Dual-Core Tini. The clubs come standard with Lamkin Z5 grips. The suggested retail price is \$249.99.

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

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, 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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