

Announcing the New XXIO Irons Aim for the Pin with a Higher, Stronger Flight Trajectory for Greater Distance

SRI Sports Limited (Head Office: Kobe, Japan; President: Hiroyuki Bamba) has announced to release a new lineup of XXIO irons on December 12, 2009. This is the 6th generation of the XXIO golf club series, which has been number one¹ in annual sales for ten consecutive years in Japan since it first debuted in 2000. The manufacturer's suggested retail prices (tax included) are ¥184,800 (¥176,000 tax excluded) for the eight-club set (#5~#9 irons, PW, AW, SW) with MP600 carbon shafts and ¥151,200 (¥144,000 tax excluded) for the same set with NS Pro 950GH HL for XXIO steel shafts. A six-club set (#5~9 irons, PW) and individual clubs (#4 iron, AW, SW) are also available.

¹ Number one in annual sales for ten consecutive years in Japan according to a survey conducted by YANO Research Institute Ltd. of total sales of woods and irons by sub-brand, based on aggregate over-the-counter sales at major retailers throughout Japan (results from 2000 to September 2009).

The New XXIO irons feature "Auto Power Impact", which capitalizes on improvements to the key flight factor of initial ball speed to deliver a higher peak trajectory. This results in a higher, stronger flight trajectory for a longer hitting golf club that lets you aim straight for the pin.

"Auto Power Impact" takes maximum advantage of the synergistic effect of the club head's expanded restitution area and a shaft designed to produce increased head speed to create a long-hitting club that surpasses the 5th-generation model, The XXIO, for distance.

Key Features of the New XXIO Irons

Increased initial ball speed and higher peak trajectory = longer distance.

1. An even larger restitution area

The clubface adopts the same Super-TIX® PLUS for XXIO low-density advanced material as the driver, making it more lightweight than before. A power dumbbell weight and hollow sole construction allow the weight saved to be significantly redistributed around the toe and heel areas. This results in a larger horizontal moment of inertia than the previous model, to achieve a 5% increase in restitution area. This helps minimize loss of ball speed even on off-center shots, increasing average flight distance and directional stability.

2. New XXIO custom-designed MP600 carbon shaft delivers higher head speed

A hoop layer of high-elasticity carbon fiber wrapped perpendicular to the shaft core at the butt suppresses compression deformation, working in combination with a more flexible shaft tip to deliver increased head speed. The straight ply of the tip adopts an extremely tough, new, advanced nano-alloy² material manufactured by Toray for a more tenacious feel, while the addition of a bias layer ensures improved directional stability.

² “Nano-alloy” is a registered trademark of Toray Industries Inc.

MP600 Carbon Shaft

A lineup of irons with steel shafts is also available for players wanting to hit down on the ball. The NS Pro 950GH HL for XXIO, a custom steel shaft specially developed for the New XXIO lineup in partnership with Nippon Shaft, delivers a higher, stronger flight trajectory.

NS Pro 950GH HL for XXIO steel shaft

Kansei Engineering (design to improve “Feeling”)

5. Shaft designed to appear shorter and easier to swing

Optical illusions created by a banded pattern on the center portion of the shaft and a perpendicular logo design that splits the shaft horizontally make the shaft appear shorter and easier to swing.

New XXIO Irons—Overview

Specifications

Head materials

Face: titanium (Super TIX[®] Plus for XXIO)

Body: SUS630 stainless + tungsten-nickel weight (#4~#9 irons)

Head construction

Face: milling process insert

Body: lost wax precision casting

Finish

Mirror + satin finish (shot finish in some areas)

Shaft

	Flex	S	SR	R	R2
MP600 carbon shaft (mid kick point)	Weight (g)	63	62	60	58
	Torque (°)	3.8	3.9	4.0	4.1
NS Pro 950GH HL for XXIO steel shaft (mid kick point)	Weight (g)	97	/	93	/
	Torque (°)	2.9	/	3.0	/

*MP600 carbon R2 shaft is available by custom order.

Grip

MP600 carbon: XXIO custom full-rubber grip (with XXIO logo)

NS Pro 950GH HL for XXIO: tour velvet full rubber grip (with XXIO logo)

Specifications

Club number	#4	#5	#6	#7	#8	#9	PW	AW	SW	
Loft angle (°)	22	24	27	30	34	39	44	50	56	
Lie angle (°)	60.5	61.0	61.5	62.0	62.5	63.0	63.5			
Club length (inches)	38.5	38.0	37.5	37.0	36.5	36.0	35.5			
Swing Balance	MP600	S/SR:D0、R/R2:C9						S/SR:D1 R/R2:D0		
	NS950	S:D2、R:D1						S:D3、R:D2		
Club weight (g)	MP600	358(R shaft #5)								
	NS950	394(R shaft #5)								

Manufacturer's suggested retail price (tax included)

8-club set (#5~9 irons, PW, AW, SW)

MP600 carbon shafts: ¥184,800 (¥176,000 tax excluded)

NS Pro 950GH HL for XXIO steel shafts: ¥151,200 (¥144,000 tax excluded)

6-club set (#5~9 irons, PW)

MP600 carbon shafts: ¥138,600 (¥132,000 tax excluded)

NS Pro 950GH HL for XXIO steel shafts: ¥113,400 (¥108,000 tax excluded)

Individual clubs (#4 iron, AW, SW)

MP600 carbon shafts: ¥23,100 (¥22,000 tax excluded)

NS Pro 950GH HL for XXIO steel shafts: ¥18,900 (¥18,000 tax excluded)

All clubs made in Japan

New XXIO Irons—Lineup

Wide selection of New XXIO irons is available.

- Men's right-handed (carbon shaft) ----- debuts December 12, 2009
- Men's right-handed (steel shaft) ----- scheduled for release in January 2010
- Women's right-handed (carbon shaft) ----- scheduled for release in January 2010
- Men's left-handed (carbon and steel shaft) --- scheduled for release in February 2010

Press release regarding women's right-handed and men's left-handed clubs scheduled for a later date

New XXIO Irons—Custom Colors

The New XXIO irons lineup also offers a selection of custom colored badges and grips, available by custom order. Orders will be accepted starting at the end of January.

* This content is only for Japanese market.