

## **Announcing the New XXIO Woods Featuring 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 driver and fairway woods on December 12, 2009. This is the 6th generation of the XXIO golf club series, which has been number one<sup>1</sup> in annual sales for ten consecutive years in Japan since it first debuted in 2000. The manufacturer's suggested retail prices (tax included) for the clubs are ¥84,000 (¥80,000 tax excluded) for the driver (#1 wood); and ¥57,750 (¥55,000 tax excluded) for the fairway woods (#3, #4, #5, #7, and #9 woods).

<sup>1</sup> 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 driver features improvements to two of the three initial flight factors—initial ball speed and launch angle—resulting in a higher, stronger flight trajectory for a longer hitting golf club.

Positioning the center-of-gravity deeper inside the head and adopting a shaft with a more flexible tip produces a higher launch angle, while the expanded restitution area on the face and a shaft designed to produce higher head speed results in increased initial ball speed. The “Auto Power Impact” takes maximum advantage of the synergistic effect of these enhancements to create a long-hitting club that surpasses the 5<sup>th</sup>-generation model, The XXIO, for longer drives.

### **Key Features of the New XXIO Driver**

Higher launch angle = longer drives

#### **1. Deep center-of-gravity head for higher launch angle**

The clubface adopts a strengthened, low density advanced material called Super-TIX® PLUS for XXIO to make it more lightweight than before. The body is made of low density titanium. This means that the weight can be suitably distributed in the rear area of the sole, allowing the center-of-gravity to be positioned deeper in the club head while keeping it low. This deep center-of-gravity design results in higher impact loft at the instant the club comes in contact with the ball, to achieve a higher launch angle while suppressing the increase of spin.

## **2. New XXIO custom-designed MP600 carbon shaft for higher launch angle**

The more flexible tip works in synergy with the head to achieve a higher launch angle. An extremely tough, new, advanced nano-alloy<sup>2</sup> material manufactured by Toray is adopted in the straight ply of the tip for a more tenacious feel.

<sup>2</sup> “Nano-alloy” is a registered trademark of Toray Industries Inc.

MP600 middleweight shaft, which is 10g heavier than a regular shaft, is available for players who prefer the stronger swing with a heavier-shafted club.

Higher initial ball speed = longer drives

## **3. Expanded restitution area helps minimize initial ball speed loss**

The thin area of the clubface is expanded vertically in the toe portion and toward the sole in the heel portion. The projected area of the head is also increased and the center-of-gravity is moved deeper to achieve a higher moment of inertia. These two effects result in improved rebound performance in the area around the clubface, helping to minimize losses to initial ball speed for average golfers who tend to have a wide variation in point of impact.

## **4. 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 for increased head speed. At the tip, the carbon fiber layer is wrapped at a bias of 45 degrees relative to the shaft core, resulting in increased torsional rigidity for more stable head compartment and greater ease of hitting even with the 0.25inch longer shaft length

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 logo design that splits the shaft horizontally make the shaft appear shorter and easier to swing.

## **6. Refreshing ball impact sound to enhance hitting pleasure**

A newly developed, 5mm high sound rib running the entire length of the sole from toe to heel creates a refreshing, high-pitched, extended ball impact sound.

Directional stability = longer drives

### **7. New XXIO custom 6-part bulge and roll design**

The bulge and role of the clubface have been designed flatter than previous models for improved directional stability. This results in optimum spin for stable directionality and flight distance, even when hitting with the heel or toe of the club.

### **8. Wide selection**

In addition to the new line up of 11.5° R2 shaft, a 12.5° shaft is also available by custom order, providing customers with a broader range of choices.

### **Deep center-of-gravity design analyzed via computer simulation**

Analyses using Digital Impact II in-house computer simulation technology have shown that positioning the center-of-gravity deeper in the club head while keeping it low results in higher impact loft at the instant the club comes in contact with the ball, resulting in a higher launch angle while suppressing increased spin.

## **Key Features of the New XXIO Fairway Woods**

Increased initial ball speed and higher peak of trajectory = longer fairway shots

### **1. Three-piece composite head for higher average initial ball speed**

The crown portion of the head employs high-strength titanium for a thinner, more lightweight design. <Repositioning of the removed weight around the head's periphery and further enlargement of profile area result in an increased moment of inertia for higher average initial ball speed.>

### **2. An even larger sweet area**

The thin area of the face has been expanded in the toe and heel, creating an approximately 10% larger sweet area than the previous model. This results in a long-hitting club with the highest restitution and largest sweet area in the history of the XXIO series.

### **3. New XXIO custom-designed shaft for increased head speed**

The fairway woods feature the same MP600 shaft as the driver for increased head speed.

### **4. Four-part bulge and roll design delivers more stable flight and directionality**

For the first time, the XXIO fairway woods adopt a custom four-part bulge and roll design. This promotes accurate speed control for improved directional and flight distance stability.

## New XXIO Woods—Overview

### Specifications (driver)

#### Head materials

Face: titanium (Super TIX® Plus for XXIO)

Body: 811 titanium + SUS weight

#### Head construction

Face: forged

Body: vacuum precision casting

#### Finish

High-gloss metallic blue-green gradation paint

Mirror + satin + bead shot finish

Badge: navy

#### Shaft

	Flex	S	SR	R	R2
MP600 carbon shaft (mid kickpoint)	Weight (g)	51	49	46	45
	Torque (°)	4.6	4.7	4.8	4.9
MP600M carbon shaft (mid kickpoint)	Weight (g)	61	—	57	—
	Torque (°)	4.2	—	4.4	—

#### Grip

XXIO custom full-rubber grip (with XXIO logo)

### Specifications

Club number	#1
Loft angle (°)	8.5 /9.5 /10.5 /11.5 /12.5
Lie angle (°)	58.0
Head volume (cm <sup>3</sup> )	460
Club length (inches)	46
Swing balance	S SR:D2, R /R2:D1
Club weight (g)	282 (R)

### Lineup

		8.5	9.5	10.5	11.5	12.5
MP600	S		●	●		
	SR		●	●		
	R			●	●	
	R2				●	
MP600M	S		●	●		
	R			●	●	

“●” is stock. All others are custom order.

\*Custom orders for the 12.5° model are scheduled to start in March.

**Manufacturer's suggested retail price (tax included)**

Driver (#1 wood) ¥84,000 each (¥80,000 tax excluded) Made in Japan

\*Comes with original head cover (Made in China)

**Specifications (fairway woods)**Head materials

Face: SP700 titanium

Body: maraging steel + tungsten-nickel weight

Crown: high-strength 15V-3Cr-3Sn-3AL titanium

Head Construction

Face: forged

Body: lost wax precision casting

Crown: forged

Finish

High-gloss metallic blue-green gradation coating

Mirror + satin + bead shot finish

Badge: Navy

Shaft

	Flex	S	SR	R	R2
MP600 carbon shaft (midkick point)	Weight (g)	51	49	46	45
	Torque (°)	4.6	4.7	4.8	4.9

Grip

XXIO custom full-rubber grip (with XXIO logo)

Specifications

	#3	#4	#5	#7	#9
Loft angle (°)	15	16.5	18	20	23
Lie angle (°)	58	58.5	59	59.5	60
Head volume (cm <sup>3</sup> )	177	165	151	139	130
Club length (inches)	43	42.5	42	41.5	41
Swing balance	S/SR:D1、 R/R2:D0				
Club weight (g)	300g/R (#3)				

## Lineup

	#3	#4	#5	#7	#9
S	●	●	●	●	●
SR	●	●	●	●	●
R	●	●	●	●	●
R2					

“●” is stock. All others (including MP600M) are custom order.

### **Manufacturer’s suggested retail price (tax included)**

Fairway woods (#3, #4, #5, #7, #9 woods) ¥57,750 each (¥55,000 tax excluded) Made in Japan

\*Comes with original head cover (Made in China)

### **New XXIO Woods—Lineup**

A wide selection of New XXIO woods is available.

- Men’s right-handed (regular model) ----- debuts December 12, 2009
- Men’s right-handed (middle-weight model) ----- scheduled for release in January 2010
- Women’s right-handed ----- scheduled for release in January 2010
- Men’s left-handed ----- scheduled for release in February 2010

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

### **New XXIO Woods—Custom Colors**

The New XXIO woods 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.