

Dunlop Sports Introduces the New XXIO Prime Light and fast swinging, easy lifting, and longer distance

Dunlop Sports Co. Ltd. (Head office: Kobe, Japan; President: Yasushi Nojiri) is pleased to announce the latest introduction to its XXIO Prime series, popular for its luxurious look and lightweight design that delivers long distance performance. The new club lineup will be released on December 20, 2014. Not only will the new series include a driver, fairway woods, and irons, but, in response to customer demand, utility clubs (U5, U6, U7) have also been added.

Manufacturer's suggested retail prices are JPY 105,000 plus tax for the driver and JPY 70,000 plus tax each for the fairway woods (#3, #5, #7, #9). For the irons, the 5-club set (#6-9, PW) is JPY 150,000 plus tax and the 8-club set (#5-9, PW, AW, SW) is JPY 240,000 plus tax; individual irons (#5, AW, SW) are JPY 30,000 each plus tax. Utility clubs (U5, U6, U7) are JPY 45,000 each plus tax.



NEW XXIO Prime

Now in its eighth edition, the New XXIO Prime series golf clubs employ further advancements on Dunlop Sports' original Dual Speed Technology¹ to enable golfers with lower head speed to enjoy hitting long flight distance, through application of the concepts of light and fast swinging, easy lifting, and longer distance. The clubs also take advantage of other XXIO technologies² developed through successive generations of the series.

Also, a reexamination of loft angles and club number settings has resulted in club settings that deliver a clear differentiation in the flight distance gap of the different numbered clubs, giving golfers the opportunity to enjoy strategic play that takes advantage of all fourteen clubs.

¹ Dunlop Sports' original technology, developed to achieve higher head speed and higher ball speed for longer flight distances.

² Original XXIO technologies such as a lower and deeper CG for higher launch angle and the use of sound ribs for sound tuning provide a more enjoyable golfing experience.

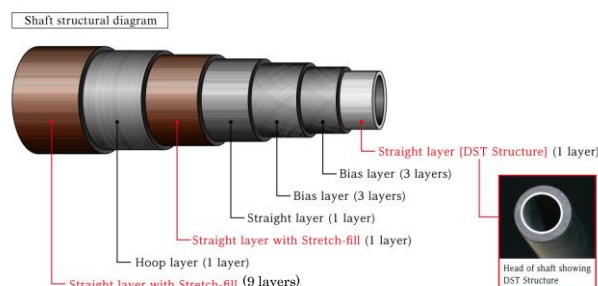
Key Features of the New XXIO Prime Driver

1. Lightweight SP-800 shaft, for a light and fast swing

New Stretch-fill material is employed to strengthen the shaft tip while making it lighter. The result is a new shaft that delivers a pleasing impact feel. The grip is also lighter, making the club more lightweight overall to reduce the club's swing moment of inertia (MOI)³, permitting a faster swing. All clubs in the series, including the driver, fairway woods, irons, and utility clubs, feature this new technology.

New Stretch-fill material

Hard molecules and molecules with outstanding stretch characteristics are incorporated into the resin layer covering the carbon fibers to enhance strength. This new material forms the basis for the shaft's lighter weight. The Stretch-fill also expands and contracts to absorb the shock of impact, achieving a more comfortable impact feel.



SP-800 shaft design



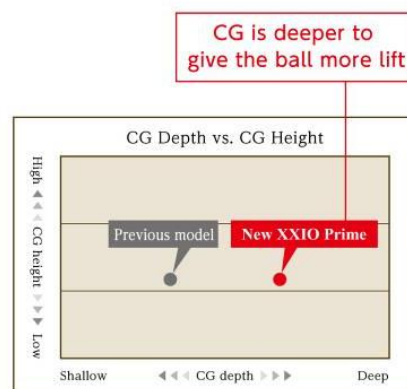
Deep green and gold coloring is employed to add a subdued flair to the club's existing premium feel. The design looks natural in the hands of men and lady golfers alike.

³ Swing MOI expresses the smoothness of swinging as measured from shoulder as the center of rotation. The larger the value, the more difficult the club is to swing; the smaller the value, the easier it is to swing.

2. Deeper head CG for easier lift

The shallow-back head shape gives the impression of easy lifting when addressing the ball, allowing the golfer to swing with confidence. And the center of gravity has been positioned deeper while maintaining the same height, to deliver a higher launch angle.

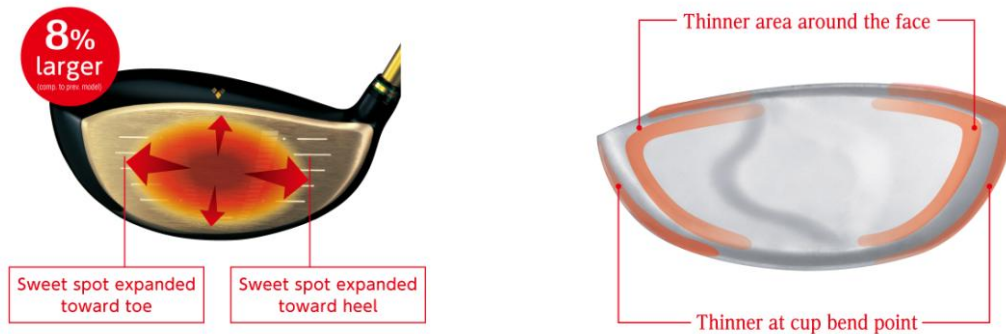
The shaft has also been made softer than the previous model from the center to the tip, making it easier to impart lift to the ball.



Source: Dunlop Sports Golf Science Center test data

3. Improved face repulsion performance for longer distance

A new cup face structure is employed, with thinner area around the face and higher repulsion over the entire face, for improved repulsion performance. The sweet spot has also been increased by approximately 8% compared to the previous model.



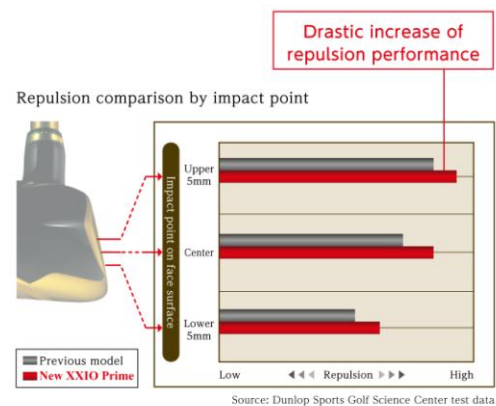
Face periphery reduced from 1.9~2.0 mm to 1.75~1.95 mm (compared to previous model)

Key Features of the New XXIO Prime Fairway Woods

1. Full titanium cup face structure for longer distance

Changing from the titanium face and maraging body structure used in the previous model to the same full titanium cup face structure employed in the driver permits a thinner face for increased repulsion performance.

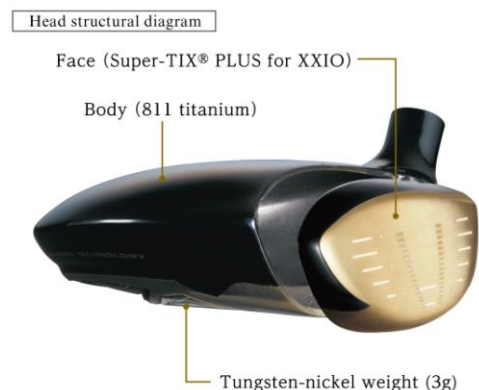
This represents the next step in the evolution of the long-hitting fairway wood.



2. Low, deep CG design for easier lift

The full titanium head results in a body that is 30g lighter, increasing weight distribution to the sole to enable a design with a lower, deeper center of gravity than the previous model, for easier lift.

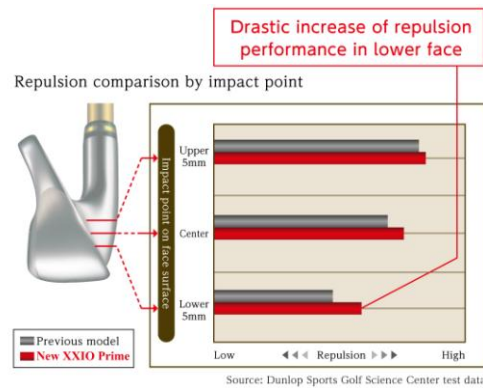
* As with the driver, further shaft lightening has resulted in a design with a lower swing MOI, allowing the club to be swung faster with less strength.



Key Features of the New XXIO Prime Irons

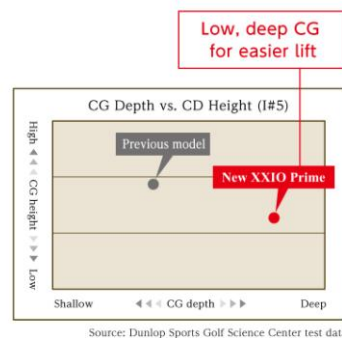
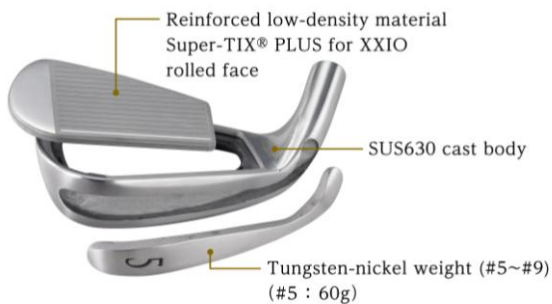
1. Improved lower face repulsion performance for longer distance

The thin area has been expanded toward where the actual strike points of amateur golfers are located, increasing the thin area by 20% over the previous model. This improves the repulsion performance in the lower face to achieve longer-hitting performance.



2. Further lower CG for easier lift

Implementing the weight material from the toe to beneath the neck and increasing the sole width results in further lower center of gravity, for an iron with easier lift.



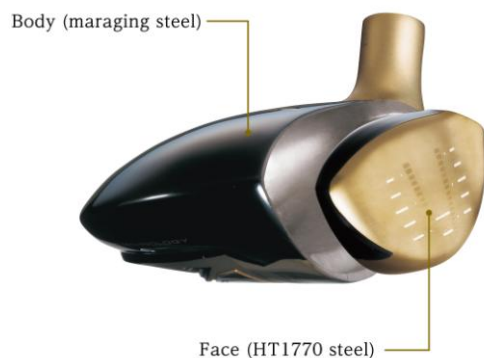
Note: As with the driver, further shaft lightening has resulted in a design with a lower swing MOI, allowing the club to be swung faster with less strength.

Key Features of the New XXIO Prime Utility Clubs

1. Cup face Structure for longer distance

The same cup face structure is employed in the fairway woods, to achieve high repulsion performance. The face is made of HT1770 steel, a high-repulsion material.

* Further shaft lightening has resulted in a design with a lower swing MOI, allowing the club to be swung faster with less strength.

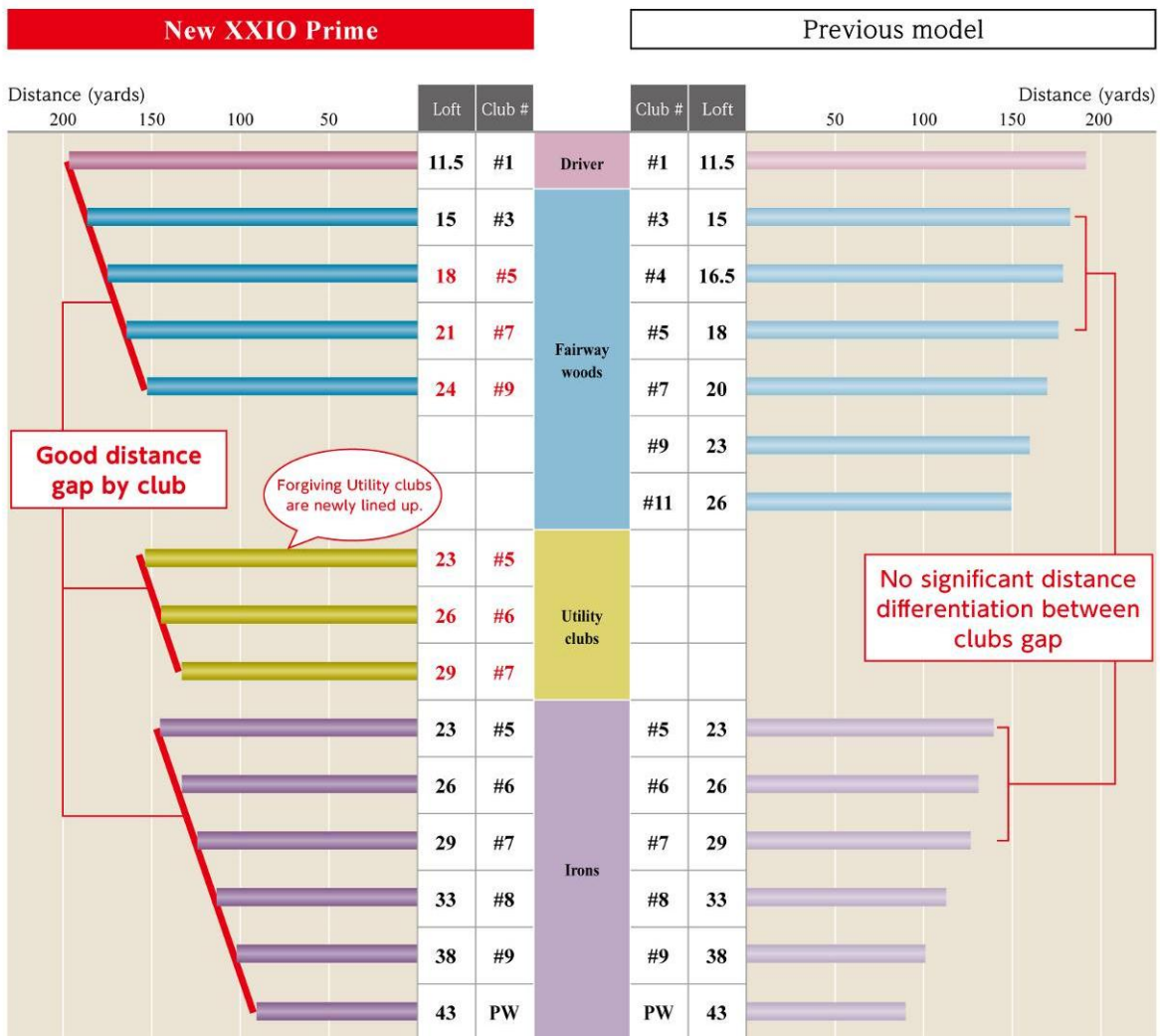


New XXIO Prime club settings deliver a clear differentiation in the flight distances of the different numbered clubs

XXIO Prime has earned a solid reputation over its seven successive editions. However, the results of human test data has indicated that some golfers have difficulty in hitting the distances that specific fairway woods and irons are designed for, with this discrepancy increasing with longer clubs, and also that there is a tendency for differentiation in the flight distance gap for different numbered clubs to be uneven. According to a result, with this new edition of XXIO Prime, loft angles and club number settings have been reexamined to create a clear differentiation in the flight distance gap of the different numbered clubs, giving golfers the opportunity to enjoy strategic play that takes advantage of all fourteen clubs.

The lofts of the fairway woods, utility clubs, and irons (#5~#7) have been varied in 3° increments to clearly differentiate the flight distance gap for each club and, for golfers who have trouble with long-to-middle irons, three new utility clubs have been added with the same flight distances as those irons.

Image of flight distances for each club number



Source: Dunlop Sports Golf Science Center test data

More even distance differentiation between clubs distance gap

Longer irons and fairway woods not achieving distance

New XXIO Prime Driver—Overview

Specifications

Head material

Face: Titanium (Super-TIX® PLUS for XXIO)

Body: 8-2 titanium + SUS weight

Construction

Face: Forged

Body: Vacuum precision casting

Finish

Gold ion plating + high-gloss metallic coating; mirror + satin + and bead-shot finish;

Badge: Gold

Shaft

	Stiffness	Weight (g)	Torque
SP-800 carbon shaft (Mid kickpoint)	SR	40	6.6
	R	38	6.7
	R2	38	6.8

Grip

XXIO Prime original full rubber grip (with logo)

Specifications

Model	#1	
Loft Angle (°)	10.5	11.5
Lie Angle (°)	58	
Head Volume (cm ³)	460	
Club Length (in)	45.75	
Swing Weight	D1	
Club Weight* (g) R	256	

* Subject to change

Line-up by loft

Loft Angle (°)	10.5	11.5
SR	●	●
R	●	●
R2		●

● are stock line-ups. All others are custom order.

All Clubs MADE IN JAPAN

Includes original head cover (MADE IN CHINA)

Manufacturer's suggested retail price: JPY 105,000 plus tax

New XXIO Prime Fairway Woods—Overview

Specifications

Head material

Face: Titanium (Super-TIX® PLUS for XXIO)

Body: 811 titanium + W-Ni weight

Construction

Face: Forged

Body: Vacuum precision casting

Finish

Gold ion plating + high-gloss metallic coating; mirror + satin + bead-shot finish;

Badge: Gold

Shaft

	Stiffness	Weight (g)	Torque
SP-800 carbon shaft (Mid kickpoint)	SR	40	6.3
	R	39	6.4
	R2	39	6.5

Grip

XXIO Prime original full rubber grip (with logo)

Specifications

Model	#3	#5	#7	#9
Loft Angle (°)	15	18	21	24
Lie Angle (°)	58	59	59.5	60
Head Volume (cm ³)	187	163	153	137
Club Length (in)	43	42	41.5	41
Swing Weight	D1			
Club Weight* (g) R	274	282	286	291

* Subject to change

Line-up

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

● are stock line-ups. All others are custom order.

All clubs MADE IN JAPAN

Includes original head cover (MADE IN CHINA)

Manufacturer's suggested retail price: JPY 70,000 plus tax

New XXIO Prime Irons—Overview

Specifications

Head material

Face: Titanium (Super-TIX® PLUS for XXIO)

Body: (#5~9) SUS630 stainless steel + tungsten-nickel weight;
(PW, AW, SW) SUS630 stainless steel

Construction

Face: milled insert

Body: Lost-wax precision casting

Finish

Mirror + satin mirror + high-gloss bead-shot finish

Shaft

	Stiffness	Weight (g)	Torque
SP-800 carbon shaft (Mid kickpoint)	SR	50	4.2
	R	49	4.3
	R2	49	4.4

Grip

XXIO Prime original full rubber grip (with logo)

Specifications

Iron	#5	#6	#7	#8	#9	PW	AW	SW
Loft Angle (°)	23	26	29	33	38	43	49	56
Lie Angle (°)	61.5	62	62.5	63	63	63.5		
Club Length (in)	38	37.5	37	36.5	36	35.5		
Swing Weight	C8						D0	
Club Weight* (g) R	340 (#5)、350 (#7)							

* Subject to change

All clubs MADE IN JAPAN

Manufacturer's suggested retail price:

8-club set (#5~9, PW, AW, SW): JPY 240,000 plus tax

5-club set (#6~9, PW): JPY 150,000 plus tax

Individual clubs (#5, AW, SW): JPY 30,000 plus tax

New XXIO Prime Utility Clubs—Overview

Specifications

Head material

Face: HT1770 steel

Body: Maraging steel + W-Ni weight

Construction

Face: Forged

Body: Lost-wax precision casting

Finish

Gold ion plating + high-gloss metallic coating; mirror + satin + bead-shot finish;

Badge Gold

Shaft

	Stiffness	Weight (g)	Torque
SP-800 carbon shaft (Mid kickpoint)	SR	48	4.9
	R	47	5.0
	R2	47	5.1

Grip

XXIO Prime original full rubber grip (with logo)

Specifications

Model	U5	U6	U7
Loft Angle (°)	23	26	29
Lie Angle (°)	60.5	61	61.5
Head Volume (cm ³)	113	111	109
Club Length (in)	39.5	39	38.5
Swing Weight	C9		
Club Weight* (g) R	326	330	334

* Subject to change

Line-up

	U5	U6	U7
SR	●		
R	●	●	●
R2			

● are stock line-ups. All others are custom order.

All clubs MADE IN JAPAN

Includes original head cover (MADE IN CHINA)

Manufacturer's suggested retail price: JPY 45,000 plus tax