

Dunlop Sports Announces the New XXIO9 Driver and Fairway Woods

~Altering the head path increases head speed to achieve greater distance~

Dunlop Sports Co. Ltd. (Head office: Kobe, Japan; President: Kazuo Kinameri) is pleased to announce the release of the new driver and fairway woods for XXIO9, the 9th generation of the XXIO series. The new clubs will be available in stores starting December 5, 2015, with a manufacturer's suggested retail price of JPY 88,000 plus tax for the driver and JPY 55,000 plus tax for each fairway wood (W#3, 4, 5, 7, 9).

The new XXIO9 series clubs feature an entirely new technology by maintaining longer wrist cock without adjusting your swing to create a change in head path. This change increases head speed to deliver greater distance: 5.5 yards more with the driver than the previous model.¹ The core concepts of the XXIO series haven't changed since the first generation—distance, forgiveness, and an exhilarating impact sound—but golfers will find the new series more advanced and attuned to their needs than ever before. For golfers that want to achieve greater distance with an easier and more enjoyable swing, XXIO9 clubs will be strong allies on the course.

Since XXIO's debut in 2000, it has evolved through eight series and been the No. 1 seller in Japan for 16 straight years.² XXIO clubs are favored by players of all abilities, from amateurs to highly ranked pros, such as Inbee Park, who has achieved a rare career grand slam in the LPGA Tour; Sakura Yokomine, a prominent golfer in the LPGA of Japan Tour; and Kazuhiro Yamashita, who has been ranked 17th on the 2015 Japan Golf Tour.³



¹ Source: Golf Science Center test data

² Number one in annual sales for 16 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 as measured in Japanese yen at major retailers throughout Japan (results from 2000 to August 2015).

³ As of September 25, 2015

Key features of XXIO9 driver

Dunlop Sports takes its proprietary distance booster, Dual Speed Technology, to the next level!

Dual Speed Technology, a proprietary Dunlop Sports technology that maximizes both head and ball speed to deliver greater distance, has evolved even further. Higher head speed technology increases head speed by maintaining longer wrist cock, without adjusting your swing to create a change in head path. Higher ball speed technology includes the newly developed Wing Cup Face (patent pending) and the heaviest head in XXIO history.



Featuring two speed technologies in each club, the XXIO9 series delivers more distance than ever!

1. Evolution of higher head speed technology

1.1. Altering the head path

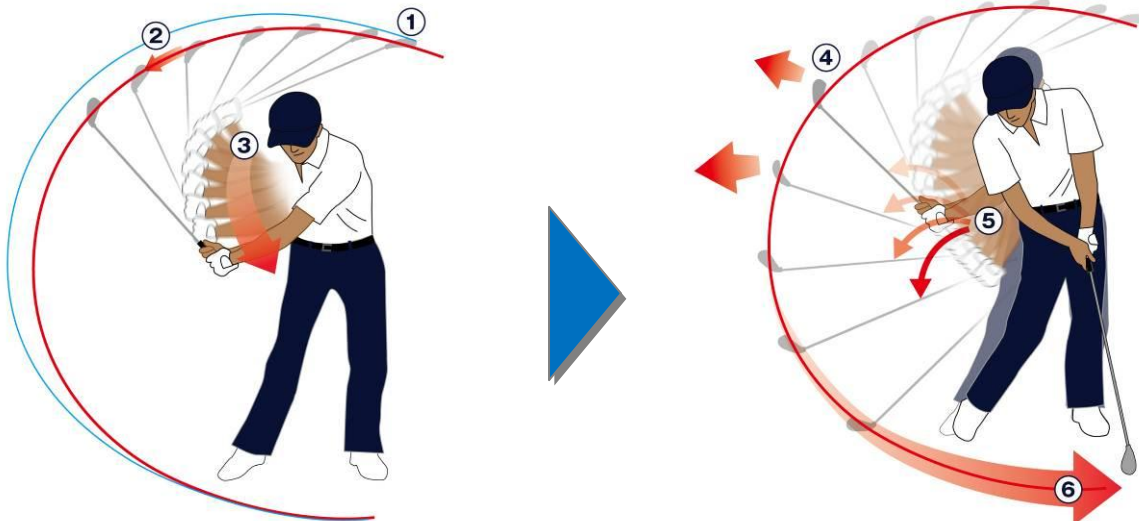
What makes even higher head speed possible is original shaft and head designs by Dunlop Sports, which help to improve the head path during the first half of the downswing. Even without the golfer trying to change his or her swing or even consciously noticing anything different, the lightweight, flexible shaft and the heaviest head in XXIO's history combine to delay uncoiling of wrist cock at the time of swing transition, causing the head to pass closer to the body. This optimized head path in turn reduces the rotational radius, naturally increasing the arm rotation speed and increase swing speed. As a result, in the second half of downswing, centrifugal force acts more powerfully on the head, significantly increasing the head speed.

<First half of downswing>

- ① Head lags slightly longer at the time of swing transition.
- ② Head path passes closer to the body reducing rotational radius.
- ③ Arm rotation speed increases.

<Second half of downswing>

- ④ Stronger centrifugal force acting on club.
- ⑤ Faster uncoiling speed of wrist cock.
- ⑥ Head instantly accelerates, resulting in higher head speed.



Blue line: XXIO8 swing path Red line: XXIO9 swing path

1.2. New MP900 carbon shaft

The key function behind the main technology of XXIO9 series which alters head path is Dunlop Sports' self-developed MP900 carbon shaft. Featuring most advanced materials, this shaft is lighter, with the balance point closer to the grip.

To realize this leading-edge shaft, Dunlop Sports leveraged both its seasoned in-house development and design capabilities and its strong partnerships with manufacturers of advanced materials.

The latest in leading-edge materials

The MP900 carbon shaft features such leading-edge materials as Toray T1100G (a carbon fiber developed for aircraft, launch vehicles and other next-generation aerospace applications), Toray T700G, and polymers developed with Toray's NANOALLOY® technology.⁴ Thanks to these advances, Dunlop Sports was able to develop a shaft 2 grams lighter and with a balance point 20 mm closer to the grip as compared to the previous model.

Developing a shaft both light and strong

Since both the outermost and inner layers of the shaft receive the most force during the swing, Dunlop Sports has applied hoop layers⁵ to these parts for extra strength with its unique concentric hoop sandwich structure (patent pending).

This in sum, our original layered structure helps make the shaft lighter and stronger at the same time. In addition, the shaft structure is optimized in each part to maximize functional performance at the grip, center, and tip.

⁴ NANOALLOY® is a registered trademark of Toray Industries, Inc.

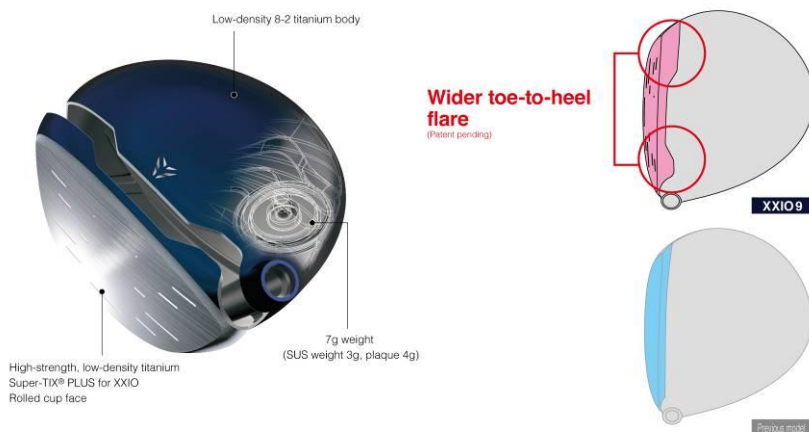
⁵ Layers with carbon fibers perpendicular to the shaft axis.



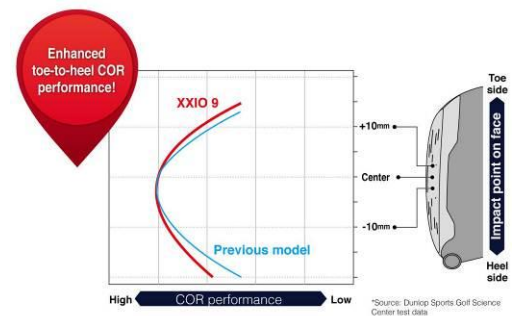
2. The higher ball speed technology of Dunlop Sports evolves even further

The heaviest head in XXIO history and the newly developed Wing Cup Face design (patent pending) further increase ball speed and thus the distance of the ball travels. The heavier club head maximizes kinetic energy at the moment of impact, while the newly developed cup face with its expanded flare from toe to heel offers a 10% larger sweet spot than the previous model.

[Newly developed Wing Cup Face]



[Enhanced toe to heel COR performance]



XXIO technologies for even more forgiveness

1. High launch angle and low spin help deliver greater distance
 In addition to repositioning the weight (integrated with plaque) 15 mm backwards compared to the previous model, Dunlop Sports has optimized the head thickness design, resulting in even deeper and lower CG.

2. Exhilarating XXIO impact sound

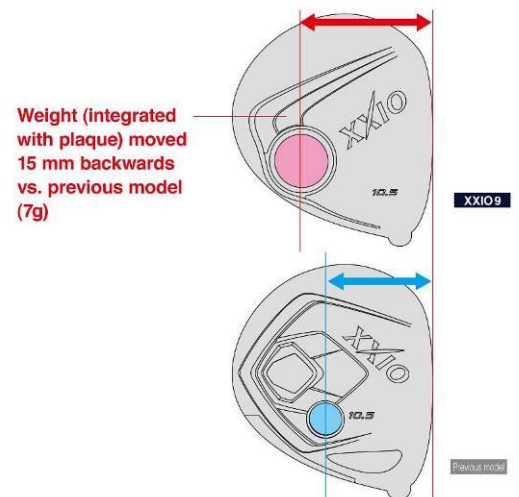
The sound rib located in the sole produces an exhilarating impact sound.

Sole design

Integrating the weight with the large plaque further emphasizes the power of the head. Moreover, the lines present an image of a smooth golf swing, encouraging higher swing speed.

Crown design

The main color of the crown is a relaxed navy blue, while the use of a polarized coating on the rear of the heel visually asserts the flexibility of the head.



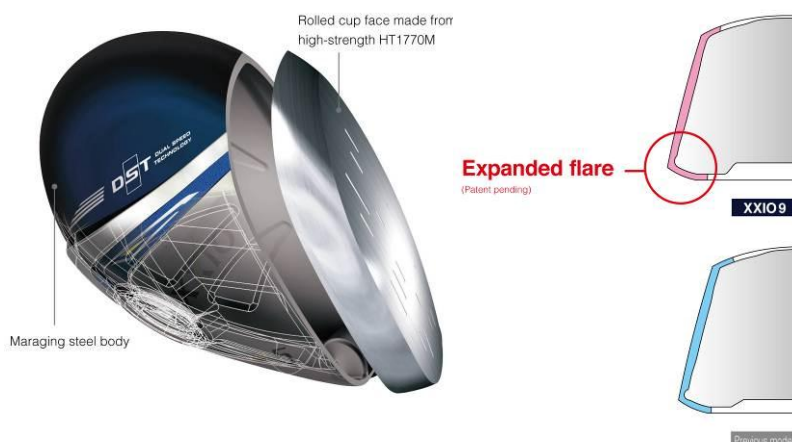
Key features of XXIO9 fairway woods

Like the XXIO9 driver, the fairway woods feature a heavier head and a newly developed shaft that is lighter and has the balance point closer to the grip. These features result in an improved head path and greater distance. Thanks to the newly designed face and sole of the head, these woods provide forgiveness for greater distance.

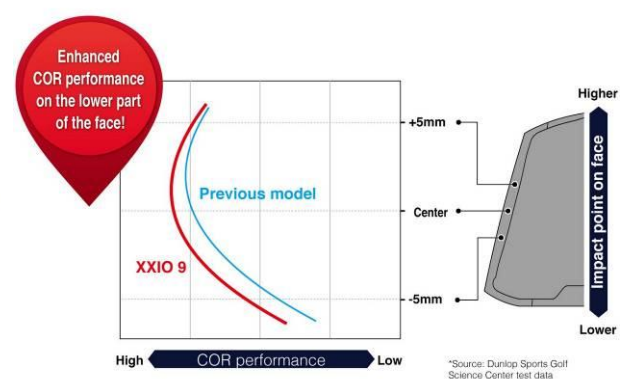
Newly developed cup face and optimized face thickness design deliver enhanced COR performance

The newly designed cup face with an expanded flare enhances the COR performance of the lower part of the face (impact point of average golfer). In addition, enlarging the thinner surrounding area (the thinner area between thicker areas) creates a sweet spot 10% larger than that of the previous model and minimizes loss of carry distance for off-center shots.

[Newly developed Wing Cup Face]

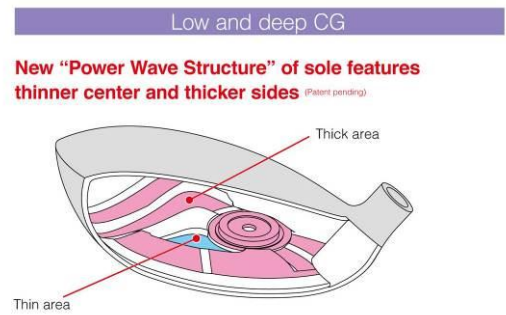


[Enhanced COR performance on the lower part of the face]



New “Power Wave Structure” in sole provides more forgiveness

With the new “Power Wave Structure” (patent pending), the sole features a thinner center and thicker sides, resulting in an even lower and deeper CG, which enables the ball to get airborne with ease.



Overview of XXIO9 driver (W#1)

Launch date: December 5, 2015

Manufacturer's suggested retail price: JPY 88,000 + tax

Includes original head cover (made in China)

Head specifications

Materials

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

Body/crown: 8-2 titanium + SUS weight

Construction

Face: Forged

Body/crown: Vacuum precision casting

Finish

- High-gloss metallic blue with gradation polarized coating
- Mirror, ceramic-shot, and satin finish
- Plaque: Silver and navy

Grip: XXIO9 original DST full rubber colored grip (with XXIO logo)

Shaft

	Flex	Weight (g)	Torque
MP900 carbon shaft (kickpoint: mid)	S	46	6.2
	SR	44	6.3
	R	41	6.4
	R2	40	6.5

Specifications

	#1				
Loft angle (°)	8.5	9.5	10.5	11.5	12.5
Lie angle (°)	58				
Head volume (cm ³)	460				
Club length (inches)	45.5				
Swing weight	S/SR: D5; R/R2: D4				
Club weight (g)	272 (R flex)				

Lineup by loft

	Loft				
Flex	8.5	9.5	10.5	11.5	12.5
S		•	•		
SR		•	•		
R			•	•	
R2					

“•” indicates stock lineup. All others are custom order.

Made in Japan

Other XXIO9 driver options

Men's left-handed driver (available January 16, 2016)

	Loft		
Flex	9.5	10.5	11.5
S	•	•	
SR			
R		•	•
R2			

Made in Japan

- ✓ Ladies' clubs will be available on December 12, 2015
- ✓ Please see separate press release about ladies' clubs for further information on club lineup and characteristics

XXIO9 custom colors

Buyers may choose among three custom colors (navy, red, and black) for the head, plaque, shaft, and grip to create their own customized color scheme. For further information, please see the forthcoming press release on this topic.

Overview of XXIO9 fairway woods

Launch date: December 5, 2015

Manufacturer's suggested retail price: JPY 55,000 + tax each

Includes original head cover (made in China)

Head specifications

Materials

Face: HT1770M

Body: Maraging steel

Construction

Face: Forged

Body: Lost-wax precision casting

Finish

- High-gloss metallic with blue gradation polarized coating
- Mirror, ceramic-shot, and satin finish
- Plaque: Silver and navy

Grip: XXIO9 original DST full rubber colored grip (with XXIO logo)

Shaft

	Flex	Weight (g)	Torque
MP900 carbon shaft (kickpoint: mid.)	S	47	6.0
	SR	45	6.1
	R	42	6.2
	R2	41	6.3

Specifications

Club number	#3	#4	#5	#7	#9
Loft angle (°)	15	16.5	18	20	23
Lie angle (°)	58.0	58.5	59.0	59.5	60.0
Head volume (cm ³)	184	170	157	145	136
Club length (inches)	43.0	42.5	42.0	41.5	41.0
Swing weight	S/SR: D4; R/R2: D3				
Club weight (g)	R: 287 (#3 R Flex)				

Lineup

	Club number				
Flex	#3	#4	#5	#7	#9
S	•	•	•	•	
SR	•	•	•	•	
R	•	•	•	•	•
R2					

“•” indicates stock lineup. All others are custom order.

Made in Japan

Other XXIO9 fairway wood options

Men's left-handed driver (available January 16, 2016)

	Club number			
Flex	#3	#4	#5	#7
S	•		•	•
SR				
R	•		•	•
R2				

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Note: Weights referenced in this release are design figures that may vary from actual club weights.