

Dunlop Sports Announces the New XXIO9 Irons

5-piece head structure delivers XXIO's lowest CG yet, providing forgiveness to aim for the green

Dunlop Sports Co. Ltd. (head office: Kobe, Japan; president: Kazuo Kinameri) is pleased to announce the release of the irons 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 192,000 plus tax for an 8-club set (#5-9, PW, AW, SW) featuring the XXIO MP900 carbon shaft and JPY 152,000 for the same set featuring the N.S. PRO 890GH DST for XXIO steel shaft. A 5-club set (#6-9, PW) and individual clubs (#4, #5, AW, SW) will also be available.

The new XXIO9 series clubs feature an entirely new technology that maintains wrist cock longer without adjusting your swing to create a change in head path. This change increases head speed to deliver even more distance than the previous model.

Since XXIO's debut in 2000, it has evolved through eight series and been the No. 1 seller in Japan for 16 straight years.* 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.

*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).



Key features of XXIO9 irons

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

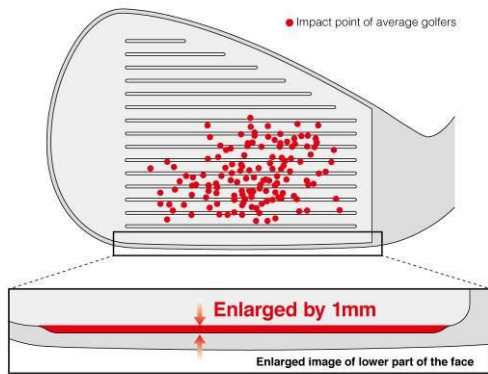
Higher head speed technology

In the first half of the downswing, the club helps to maintain wrist cock, causing the head to pass closer to the golfer's body and accelerate in the second half of the downswing, which results in higher head speed.

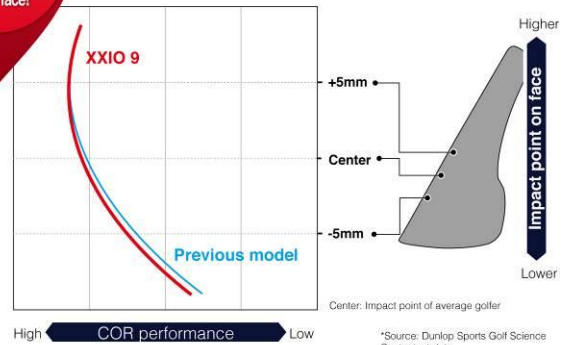
Higher ball speed technology

Expanding the titanium face towards the sole enhances COR performance on the lower part of the face (impact point of average golfer), significantly improving carry distance for off-center shots.

Titanium face expanded towards the sole side
(Patent pending)



Enhanced COR performance on the lower part of the face!



5-piece head structure (#4-7) for an even lower center of gravity

In addition to the nickel weight in the sole, Dunlop Sports has placed high-density tungsten-nickel inner weights in the toe and heel. The result is a head with the lowest CG in XXIO history and a high left-to-right MOI. This 5-piece structure enables the ball to get airborne with ease and further improves the carry distance for off-center shots.

[5-piece head structure of XXIO9 iron (#4-7)]

[3-piece head structure of XXIO8 iron (#4-7)]



Two shaft types to match different styles of play

XXIO MP900 carbon shaft



The carbon shaft with the balance point 15 mm closer to the grip, even easier to swing.

N.S.PRO 890GH DST for XXIO steel shaft



The steel shaft 1 gram lighter than the previous model, for golfers seeking firm follow through.

Overview of XXIO9 irons

Launch date: December 5, 2015

Manufacturer's suggested retail prices:

•8-piece set (#5-9, PW, AW, SW)

MP900 carbon shaft: JPY192,000 + tax

N.S.PRO 890GH DST for XXIO steel shaft: JPY152,000 + tax

•5-piece set (#6-9, PW)

MP900 carbon shaft: JPY120,000 + tax

N.S.PRO 890GH DST for XXIO steel shaft: JPY95,000 + tax

•Individual clubs (#4, 5, AW, SW)

MP900 carbon shaft: JPY24,000 + tax each

N.S.PRO 890GH DST for XXIO steel shaft: JPY19,000 + tax each

Note: #4 with carbon shaft available by custom order only.

Head specification

Head materials

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

Body (#4-7): SUS630 stainless steel + tungsten-nickel sole weight + high-density tungsten-nickel inner weight

Body (#8-9): SUS630 stainless steel + tungsten-nickel sole weight

Body (PW, AW, SW): SUS630 stainless steel

Head construction

Face: Milled insert

Body: Lost-wax precision casting

Finish: Mirror, satin mirror, ceramic-shot, and laser finish

Plaque: Navy

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

Shaft

Flex		S	SR	R	R2
MP900 carbon shaft (Kickpoint: mid)	Weight (g)	57	56	54	52
	Torque	4.0	4.1	4.2	4.3
N.S.PRO 890GH DST for XXIO steel shaft (Kickpoint: mid)	Weight (g)	91	-	87	-
	Torque	3.0	-	3.1	-

N.S.PRO 890GH DST for XXIO steel shaft

Club number	#4	#5	#6	#7	#8	#9	PW	AW	SW
S	•	•	•	•	•	•	•	•	•
R	•	•	•	•	•	•	•	•	•

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

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 plaque, shaft (MP900 carbon shaft only), and grip to create their own customized color scheme. For further information, please see the forthcoming press release on this topic.

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