

XXIO 9 No.1 in Japan retail sales in first week of release!*

New series records even higher market share than XXIO8

The new XXIO9 series, released on December 5, 2015 by Dunlop Sports Co. Ltd. ranked number one in retail sales market share for both woods and irons in the first week after its debut*. Recording respective market shares of 30.3% and 25.1%, the drivers and irons of the new series have achieved even better results than their counterparts in the preceding XXIO8 series.

The logo for the XXIO9 series, featuring the text "XXIO9" in a stylized blue font with a yellow and blue swoosh element.

The new XXIO9 series clubs create an improvement in head path with the player's usual swing, resulting in significantly higher head speed. XXIO9's outstanding performance characteristics have clearly made an impression in the marketplace. Feedback from individual golfers is extremely positive and includes such comments as, "The clubs naturally delays uncoiling of wrist cock for extra power," and, "These clubs definitely deliver increased head speed."

* Source Yano Research Institute Ltd. survey