

## Dunlop Sports Announces the New XXIO9 Utility Clubs

Delivering an iron-like high trajectory and greater distance helps golfers aim for the green

Dunlop Sports Co. Ltd. (head office: Kobe, Japan; president: Kazuo Kinameri) is pleased to announce the release of the utility clubs for XXIO9, the 9th generation of the XXIO series. The new U3+, U3, U4, U5, and U6 clubs will be available in stores starting December 5, 2013, with a manufacturer's suggested retail price of JPY 38,000 plus tax for each.

### Key features of XXIO9 utility clubs

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.

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

#### 1. 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.

#### 2. Higher ball speed technology

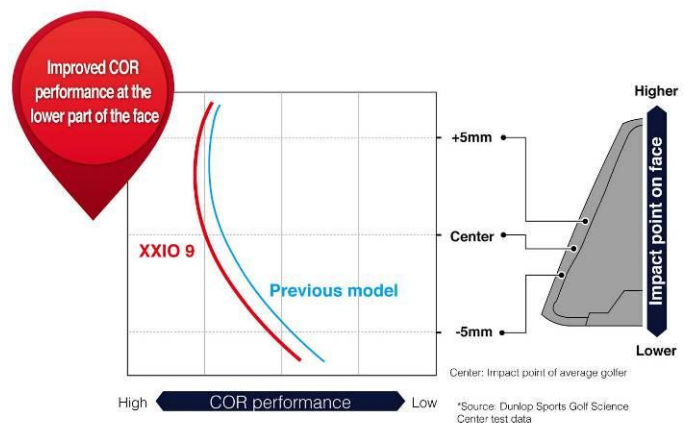
The face has been updated from the previous open-face structure to a new cup face structure which enhances COR performance across the entire face. In addition, enlarging the thinner surrounding area of the face (the thinner area between thicker areas) creates a sweet spot 10% larger than that of the previous model and improves the carry distance for off-center shots.



[Head structure of XXIO9 utility club]



[Enhanced COR performance across entire face]



## Head shape for better contact and accuracy

Curvature towards toe area and reduced face progression for better contact and accuracy. New “Power Wave Structure” (patent pending) of sole features thinner center and thicker sides, creating deep and low CG to get the ball airborne with ease.

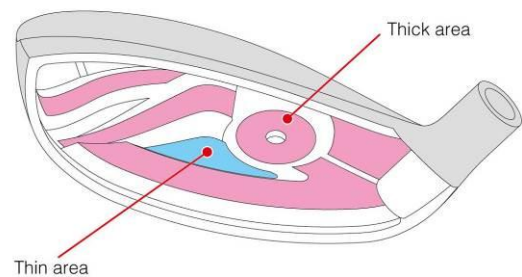
[Head shape for better contact and accuracy]



[New Power Wave Structure]

New “Power Wave Structure” of sole features thinner center and thicker sides

(Patent pending)



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).

## Overview of XXIO9 Utility Clubs

Launch date: December 5, 2015

Manufacturer's suggested retail price: JPY 38,000 + tax

Includes original head cover (made in China)

### Head specifications

Materials

Face: HT1770M

Body/sole: Maraging steel

Construction

Face: Forged

Body/sole: 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	53	5.0
	SR	50	5.1
	R	47	5.2
	R2	46	5.3

Specifications

	U3+	U3	U4	U5	U6
Loft angle (°)	17	19	21	23	25
Lie angle (°)	59.0	59.5	60.0	60.5	61.0
Head volume (cm <sup>3</sup> )	118	117	116	114	113
Club length (inches)	41.0	40.5	40.0	39.5	39.0
Swing weight	S/SR: D2, R/R2: D1				
Club weight (g)	325 (U4, R)				

Lineup

	Club number				
Flex	U3+	U3	U4	U5	U6
S	•	•	•	•	•
SR	•	•	•	•	•
R		•	•	•	•
R2					

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

Made in Japan

Other XXIO9 utility club options

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

	Club number			
Flex	U3	U4	U5	U6
S				
SR				
R	•	•	•	•
R2				

“•” 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 head, plaque, shaft, and grip of XXIO9 clubs 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.