

## Dunlop Sports Announces the New XXIO 9 Ladies' Models

~Exclusive design for women offers even greater distance and forgiveness~

Dunlop Sports Co. Ltd. (head office: Kobe, Japan; president: Kazuo Kinameri) is pleased to announce the release of the new ladies' models for XXIO 9, the 9th generation of the XXIO series. The new clubs will be available in stores starting December 12, 2015, with a manufacturer's suggested retail price of JPY 88,000 plus tax for the driver, JPY 55,000 plus tax for each fairway wood (W#3, 4, 5, 7, 9), JPY 38,000 plus tax for each utility club (U4, 5, 6, 7), JPY 120,000 for a 5-club iron set (#7-9, PW, SW), and JPY 24,000 for each individual iron (#5, #6, AW).



# XXIO 9

The new XXIO9 ladies' models feature an entirely new technology that maintains wrist cock longer to create a change in head path without swing adjustment. With an exclusive design for women golfers that helps them achieve their maximum power potential, the XXIO9 ladies' driver (12.5° loft) sends the ball 4.1 yards further than the equivalent XXIO8 driver.\* Similarly, the XXIO9 ladies' fairway woods, utility clubs, and irons deliver greater distance than their predecessors.\* In addition, to meet the demand for women golfers who have trouble using long irons, the XXIO 9 ladies' features a new U7 utility club.

With their elegant, simple and engaging design, the new XXIO 9 ladies' models are making playing golf more enjoyable as well. The head and sole feature soft curves, while the crown is accented with a bright blue and the shaft with an attractive dotted pattern. Even the plaque features a pink accent for extra style. For golfers who wish to make their XXIO 9 clubs as their own unique coordination, a custom bordeaux color is also available for the head, plaque, shaft and grip.

\*Source: Golf Science Center test data

## **Key features of the XXIO ladies' driver**

Dunlop Sports takes its proprietary distance booster, Dual Speed Technology, to the next level, to help optimize women's power.

### 1. Evolution of higher head speed technology

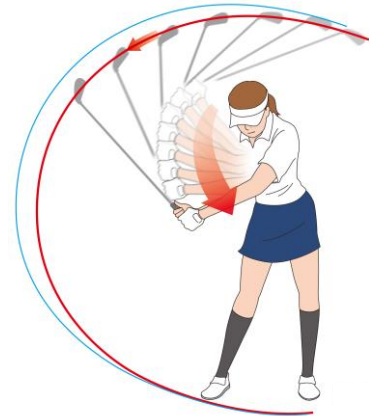
#### 1.1. Altering the head path

The XXIO9 ladies' driver features an original shaft and heavier head that alters the head path during the first half of the downswing, raising head speed and increasing distance.

#### 1.2. New MP900L carbon shaft

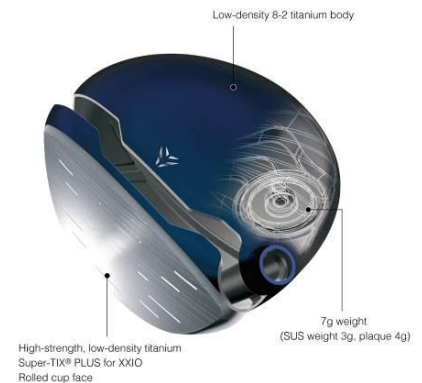
Made with leading-edge materials by Toray, developed for aircraft, launch vehicles and other next-generation aerospace applications.

This exclusive lightweight shaft for XXIO9 ladies' clubs (L shaft, 38 grams) is lighter than its predecessor and offers a CG even closer to the grip, resulting in higher head speed.



### 2. Evolution of higher ball speed technology

The heavier head and newly developed Wing Cup Face design (patent pending) further increase ball speed which increases distance. 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.



## **The latest XXIO technologies give a boost to women's golf game!**

### 1. Exclusive XXIO ladies' design delivers a high launch angle, low spin, and greater distance

**CG position:** Repositioning the weight (integrated with plaque) backwards and by placing the thicker part of the head toward the rear and side results in an even deeper and lower CG. Women golfers will find it easy to get the ball airborne and enjoy higher carry distance.

**Head shape:** The head is slightly smaller and more shallow than that of the men's clubs, making it easier to address without strain.

### 2. Exhilarating XXIO impact sound

The sound rib located in the sole produces an exhilarating impact sound appealing to women golfers, encouraging effective follow through.

### 3. Refined and functional design

#### Sole design:

Feminine look is expressed with the rounded lines and



bright coloring are perfect for ladies' clubs. In addition, integrating the weight with the plaque which produces a feeling of extra power.

**Crown design:**

A sporty navy is accented with a lighter blue at the back of the heel for a highly energetic look.



The exclusive ladies' shaft coloring features an engaging, gradated dot pattern.



The exclusive ladies' grip design coordinates beautifully with the club as a whole.

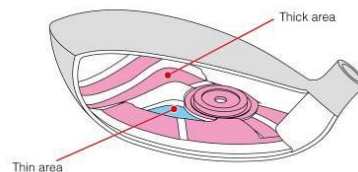


**Key features of XXIO9 ladies' fairway woods and utility clubs**

The newly designed cup face and Power Wave Structure (patent pending) of the sole makes an even lower and deeper CG possible while enhancing COR performance on the lower part of the face. The result is highly stable flight.

Low and deep CG

New "Power Wave Structure" of sole features thinner center and thicker sides (patent pending)



**Key features of XXIO9 ladies' irons**

The 5-piece structure (#5-7) further lowers the CG of the head, enabling the ball to get airborne with ease. Moreover, expanding the titanium face towards the sole enhances COR performance on the lower part of the face. This design significantly increases the club's sweet spot and improves total distance even for off-center shots.



**XXIO9 ladies' clubs custom colors (custom order)**

For women golfers who want to make her XXIO9 clubs completely hers, a deep and refined bordeaux color is available for the head, plaque, shaft, and grip. When placing your custom order, simply select any or all of these parts as bordeaux (those parts not selected as bordeaux will be in the standard color scheme). There is no upcharge for this custom color when ordered at purchase.



## Overview of XXIO9 series ladies' clubs

### Head materials and construction

#### Driver

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

Body: 8-2 titanium, vacuum precision casting + SUS weight

Fairway woods, utility clubs

Face: HT1770 forged

Body: Maraging steel, lost-wax precision casting

#### Irons

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

Body

(#5-7): SUS630 stainless steel, lost-wax precision casting + tungsten-nickel sole weight + high-density tungsten-nickel inner weights

(#8-9): SUS630 stainless steel, lost-wax precision casting + tungsten-nickel sole weight

(PW, AW, SW): SUS630 stainless steel, lost-wax precision casting

### Finish

Driver, fairway woods, utility clubs

- High-gloss metallic blue gradation polarized coating
- Mirror + ceramic-shot + satin finish
- Plaque: Silver and pink

#### Irons

- Mirror + satin mirror + ceramic-shot + laser finish
- Plaque: Pink

Shaft: MP900L carbon shaft

	W#1			FW			UT			Iron		
Flex	Kickpoint	Weight (g)	Torque	Kickpoint	Weight (g)	Torque	Kickpoint	Weight (g)	Torque	Kickpoint	Weight (g)	Torque
R	mid	42	6.8	mid	42	6.7	mid	41	5.6	mid	44	5.1
A	mid	41	7.0	mid	41	6.8	mid	39	5.7	mid	42	5.2
L	mid	38	7.2	mid	38	6.9	mid	37	5.8	mid	41	5.3

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

### Specifications (fairway woods, utility clubs)

Club number	W#1			W#3	W#4	W#5	W#7	W#9	U4	U5	U6	U7
Loft angle (°)	11.5	12.5	13.5	16	18	20	23	26	22	25	28	31
Lie angle (°)	58			58	58.5	59	59.5	60	60	60.5	61	61.5
Head volume (cm <sup>3</sup> )	445			184	170	157	145	136	122	119	116	113
Club length (inches)	44.5 (R), 44 (A), 43.5 (L)			42	41.5	41	40.5	40	39	38.5	38	37.5
Swing weight	C9 (R), C4 (A), C1 (L)			C6 (R), C1 (A, L)				C4 (R), B9 (A, L)				
Club weight (g)	254 (L)			265 (W#3, L)				297 (U5, L)				

- Swing weight for R shaft of fairway woods and utility clubs are 0.75 inches longer than standard model.

## Specifications (Irons)

Club number	#5	#6	#7	#8	#9	PW	AW	SW
Loft angle (°)	25	28	31	35	40	45	51	56
Lie angle (°)	61	61.5	62	62.5	63	63.5		
Club length (inches)	37	36.5	36	35.5	35	34.5		
Swing weight	C3 (R), B8 (A, L)						C4 (R), B9 (A, L)	
Club weight (g)	334 (#7, L)							

- Swing weight for R shaft is 0.75 inches longer than standard model.

## Lineup

Flex	Driver			Fairway woods					Utility clubs				Irons
	11.5	12.5	13.5	W#3	W#4	W#5	W#7	W#9	U4	U5	U6	U7	#5-SW
R	•												
A		•		•	•	•	•		•	•	•		•
L		•	•	•	•	•	•	•	•	•	•	•	•

- Indicates stock lineup. All others are custom order.

Made in Japan

### Manufacturer's suggested retail prices:

Driver: JPY 88,000 plus tax

Individual fairway woods (#3, #4, #5, #7, #9): JPY 55,000 plus tax

Individual utility clubs (U4, U5, U6, U7): JPY 38,000 + tax

5-piece iron set (#7-9, PW, SW): JPY 120,000 + tax

Individual irons (#5, 6, AW): JPY 24,000 + tax

All clubs except irons include an original head cover. (Made in China)

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