

Tour Edge Announces New Exotics Ti-Utility Iron to be Unveiled at 2020 PGA Merchandise Show



Tour Edge has announced the launch of their new Exotics Ti-Utility Iron, a Titanium faced hollow-body iron-wood with a compact and classic shape designed to combine the workability of a traditional forged iron and the distance of a metalwood.

The EXS Ti-Utility hollow-body iron features a Beta Titanium L-Cup Face that's Combo Brazed onto a 431-stainless steel body, producing the ultimate in perimeter weighting fueled distance and forgiveness.

Combo Brazing is a zero-welding technology that fuses Titanium to steel, reducing weight in the face and allowing for a faster and more powerful transfer of energy from club to ball.



The face of the Ti-Utility is softer and hotter than previous Exotics utility iron designs, producing maximum face flex, faster ball speeds, lower spin and optimal sound and feel properties.

The lighter face also allows for a deeper C.G. (Center of Gravity) so the sole can be narrower for the ideal presentation at address, while still

being extremely easy to hit and launch due to the hollow-body design providing optimal perimeter weight distribution.

"Tour Edge Exotics utility irons have seen a meteoric rise, becoming one of the most played utility irons on the professional tours," said Tour Edge President and Master Club Designer David Glod. "I have a great feeling that the EXS Ti-Utility will be in play by many of the best players in the world."

A rounded hybrid-style sole combined with beveled leading edge allows the club to glide easily through any turf condition. Another new edition is the notch hosel that allows bending up or flat lies +/- 3 degrees for expert custom fitting.

The #2/17-degree, #3/19-degree, #4/22-degree and #5/25-degree are the perfect alternatives to replace harder-to-hit traditional long irons.

All lofts will be available in two different finishes; Chrome Silver and Black Pearl.

The Exotics Ti-Utility will be featured at the 2020 PGA Merchandise Show and will be available for purchase worldwide on April 1, 2020. They will carry a retail price of \$199.99.

"This is a wonderful new design and shape for a utility iron," said Glod. "The new Combo Brazed Titanium face allowed us to take large amount of weight out of the sole and back of the clubhead, allowing the clubhead to be more compact than our extremely popular, tour-winning CBX Iron-Wood. These changes have taken what was already a beloved utility iron and will turn it into an absolute game-changer."

Tour Edge ranked as the No. 1 utility brand in play at the season finale Charles Schwab Cup Championship, the 2nd playoff event in a row that Tour Edge ranked as the No. 1 utility iron brand. It was the 8th time the Exotics CBX Iron-Wood ranked as the No.1 Most Played utility iron model on the 2019 PGA Tour Champions.

SPEEDTESTED

SpeedTested Shaft System

Every shaft in the EXS 220 Series has been SpeedTested to find the optimal custom shaft pairing for every flex, proven by robotic testing and validated by player testing. Tour Edge R&D tested an extensive range of market-leading shafts with the Tour Edge Developmental robot (T.E.D.) to determine the best performing custom shafts for every swing flex/speed.

"This new way of looking at how to pair custom shafts is unique to the industry," said Glod. "We have invested heavily in R&D and one of the first things we did with our new in-house swing robot was to test at different speeds. This has led us to do a bit of pre-custom shaft fitting for anyone buying EXS 220."

"Our testing showed that the performance of a shaft at a certain swing speed performed much better than at another speed in almost every speed test we did," said Glod. "It made perfect sense to us to offer the best performing stock shaft per flex and speed, instead of the traditional approach of assigning one family of shafts to all flexes that perform differently at different speeds."

EXS 220 Ti-Utility SpeedTested Stock Shafts

85 MPH or Below **KBS TGI Tour Graphite:** 50g Ladies | 60g A-Flex

85-95 MPH **Mistubishi Tensei Silver Hybrid:** 65g Regular | 70g Stiff
Project X HZRDUS Smoke Black: 5.5 Regular

95 MPH or Above **Mistubishi Tensei Silver Hybrid:** 75g X-Stiff
Project X HZRDUS Smoke Black: 6.0 Stiff | 6.5 X-Stiff

48-Hour Custom Fit Delivery

For the first time, Exotics product will be a part of Tour Edge's unprecedented 48-hour custom fit nationwide delivery guarantee.

Exotics EXS 220 will be available with Tour Edge's 48-Hour Custom Fit Delivery program where custom fit orders from an authorized Tour Edge EXS 220 fitter arrive back to the end consumer in 48 business hours anywhere in the continental United States.

If the custom order is placed to Tour Edge by the authorized Tour Edge dealer by 2:30 PM Central time, the order will be guaranteed to arrive either back to the fitting location or direct to the end-consumer.

Hand Built in the USA

All Tour Edge Exotics clubs are hand built in the United States at our headquarters in Batavia, Illinois.

Lifetime Warranty

All Tour Edge Exotics clubs are backed with a lifetime warranty that covers any manufacturer defects for the life of the product.

About Tour Edge

Tour Edge, an American owned and operated company for more than 34 years, manufactures and sells golf clubs under three distinct brand names: Exotics, Hot

Launch and their "Get in the Game" products.

In 1986, David Glod founded Tour Edge with a focus on offering high quality and technologically advanced golf products that were as cutting edge as they were affordable.

Today, Glod is considered one of the preeminent master club designers in golf club design and has led Tour Edge to be a Top 10 manufacturer in every club category. Tour Edge products have been in play on the PGA TOUR, PGA Tour Champions, LPGA Tour and Korn Ferry Tours, leading Tour Edge equipment to 22 victories on the PGA Tours (10 PGA TOUR /11 PGA Tour Champions/ 1 Korn Ferry Tour).

Tour Edge clubs have been in play in every PGA TOUR major championship event and in Ryder Cup competitions. Since 2018, over 650 Tour Edge clubs by over 90 different professionals have earned 12 wins, 16 runner-up finishes, over 50 Top 5 finishes and over 100 Top 10 finishes on the PGA Tours.

Their team of tour staff professionals includes 2019 Charles Schwab Cup winner Scott McCarron, Tom Lehman, Tim Petrovic and Duffy Waldorf. Tour Edge drivers have also won two World Long Drive Championships and hold the top three longest drives in the history of the sport by staff player and #1 ranked Phillis Meti.

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