

# Tour Edge Announces New *HL3 'To-Go'* Complete Package Set

## *Record Year for Tour Edge Due In Part to Amazing Hot Launch Growth*

Tour Edge announces the launch of the new Hot Launch 3 'To-Go' package set, a complete set from driver to putter that includes a sleek cart bag specifically designed for the HL3 'To-Go' line.

The HL3 'To-Go' set was born out of the unprecedented growth that Tour Edge experienced with its full line of HL3 equipment this year after launching in January of 2018 at the PGA Merchandise Show and advertising it extensively on the Golf Channel and beyond.

"Hot Launch 3 has been a great success for us," said Tour Edge President David Glod. "HL3 metalwoods and irons are some of the fastest movers this year in market share growth. Our great value price points have allowed a large number of golfers to get fully custom fit into a high-performance technology set."

Tour Edge is selling the complete HL3 'To-Go' package at a MAP price of \$999.99, which provides a significant savings to the consumer if they were to buy each of the pieces in the set individually.

"We have been thriving as a company the past few years due to our expertise in understanding market needs," said Glod. "With the HL3 'To-Go' set, we again see a glaring need in the marketplace in having a higher-end, high-technology package set that lives outside a box. Our research shows that while custom fitting is key for many golfers, another large segment of the market want high end technology without overpaying and without the time and effort and expense involved in custom fitting sessions and waiting for the clubs to be produced. That is where the HL3 'To-Go' set comes in. It is the ultimate package set and the ultimate in convenience shopping. "

The new set includes all genuine HL3 club heads and shafts and even includes a Hot Launch SuperSpin wedge and an HL3 putter designed for the set.

"Obviously there is a cost in custom fitting," said Glod. "By providing the set in a limited number of configurations and using mass production, we can pass that cost saving directly to the consumer and deliver market leading value."

The HL3 'To-Go' package set is available in three different offerings: a Regular flex set featuring the straight-neck HL3 Driver and HL3 fairway woods, a Senior flex set featuring the offset HL3 Driver and HL3 offset fairway woods and an all HL3 Women's set.



- The Men's R-flex HL3 'To-Go' set comes with a HL3 10.5 degree straight-neck driver, #3 and #5 HL3 fairway woods, the extremely versatile HL3 Triple Combo iron set consisting of a #4 and #5 HL3 hybrids, #6 and #7 HL3 Iron-Woods, #8 through PW HL3 Irons, a 56 Deg. Super Spin specialty Sand wedge, a mallet putter and HL3 'To-Go' Cart Bag.
- The Senior A-flex HL3 To Go set comes standard with a 12 degree offset driver, #3 and #5 offset HL3 fairway woods, the extremely versatile HL3 Triple Combo iron set consisting of a #4 and #5 HL3 hybrids, #6 and #7 HL3 Iron-Woods, #8 through PW HL3 Irons, a, a 56 Deg. Super Spin specialty Sand wedge, a mallet putter and HL3 'To-Go' Cart Bag.
- The Women's L-flex HL3 'To-Go' set features a High Launch offset Driver, #3, #5 and #7 offset HL3 fairway woods, the extremely easy-to-hit and top selling iron-wood set consisting of a #6 through Sand wedge in the HL3 Iron-Wood, a mallet putter and a specially designed HL3 'To-Go' Cart Bag.

The three HL3 'To-Go' sets will be available in a Tour Edge authorized retailer store starting November 15<sup>th</sup> for \$999.99. No custom, shaft flex, bag or set makeup changes are available in the HL3 'To-Go' set. The sets are available in right handed only and every shaft included is graphite, including the irons.

**Key HL3 Driver Technology:** • Titanium Cup Face Technology • Straight and Offset Offerings • Advanced Face Variable Thickness Technology • Rear Sole Weight • Power Channel Technology

**Key HL3 Fairway Wood Technology:** • Maraging Steel Face Technology • Advanced Face Variable Thickness Technology • Straight and Offset Offerings • Rear Sole Weighting • Power Channel Technology

**Key HL3 Hybrid Technology:** • Forged Maraging Steel Face Technology • Advanced Face Variable Thickness Technology • Shallow Face, High-Toe Design • Rear Sole Weighting • Power Channel Technology

**Key HL3 Iron-Wood Technology:** • Super Thin Forged Face Technology • Advanced Face Variable Thickness Technology • Hollow Hyper Steel Body • Heavy Sole

**Key HL3 Iron Technology:** • Advanced Face Variable Thickness Technology • Deep Undercut Cavity • Toe Weight Technology • 431 Stainless Steel

**Key Hot Launch SuperSpin Wedge Technology:** • Maximum Allowed CNC Milled Grooves • Rounded Cambered Sole • Beveled Leading Edge • Toe Weight Technology

### **About Tour Edge**

In 1986, David Glod founded Tour Edge with a focus on offering golfers with high quality and technologically advanced golf products that were as cutting edge as they were affordable. He is now 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 put in play on the PGA TOUR, PGA Tour Champions, LPGA Tour and Web.com Tour, as well as European professional tours, and have been in play in every PGA TOUR major event and in Ryder Cup competitions, leading to 17 wins for players playing Tour Edge products on the PGA Tours (10 PGA TOUR, 6 PGA Tour Champions and 1 Web.com Tour).

In 2018 alone, Tour Edge clubs have earned seven wins, nine runner-up finishes, 32 Top 5 finishes and 57 Top 10 finishes on the three PGA Tours.

Tour Edge, an American owned and operated company for more than 32 years, manufactures and sells golf clubs under three distinct brand names: Exotics, Hot Launch and Bazooka.

- Exotics products bring futuristic technologies to the marketplace with tour preferred designs and smaller production runs. Exotics clubs utilize higher-grade, avant-garde materials and manufacturing methods that have led Exotics to establish itself as a leader in quality craftsmanship and to redefine what is possible in golf club performance.
- Hot Launch has forged a name for itself as a producer of high-quality premium game improvement golf clubs from driver to wedge. Hot Launch has proven to provide the greatest custom fit value in golf and includes an unprecedented guaranteed 48-hour custom fit delivery program.
- Bazooka represents the absolute best value available in golf, offering advanced players, beginners, women and juniors the best in playability and affordability.

All Exotics and Hot Launch clubs are hand built in the United States in Batavia, Illinois and then distributed throughout the world. Every Tour Edge club comes with a Lifetime Warranty and a 30-day play guarantee.

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