NEWS RELEASE

HONMA GOLF CO., LTD.

NEW BERES SERIES

Stunning New Clubs Incorporate Beautiful Traditional Japanese "AIZU" Lacquer Design

Available in store from 10th December 2021

HONMA GOLF CO., LTD. (Head office: Tokyo Minato-ku / CEO Yasuki Ito) is releasing a NEW BERES SERIES on 10th December 2021 through its own retail stores and at all HONMA dealers.

Honma has taken Super Premium golf clubs to the next level with the introduction of two new luxury handcrafted BERES ranges - the uniquely decorative *BERES AIZU* and striking *BERES BLACK* collections.

The latest installment of the BERES brand combines advanced game enhancing technology, high quality materials and ultra-modern construction with legendary craftsmanship and luxury finishes to produce the ultimate set of clubs for lower swing-speed players seeking more enjoyment from their game.

The stunning and bespoke *AIZU* range features several variations of hand-painted, lacquered Japanese art patterns on the clubheads of woods and irons, while the sleek simplicity of the eye-catching *BLACK* design embodies the power and purity of the clubs.

New performance features include a cutting-edge L-CUP face in a HONMA Driver design for the first time, a Triple Sole Slot on the Woods, plus a wide 3D L-CUP face on the exquisite Irons to deliver increased ball speeds for more distance and improved forgiveness.

BERES AIZU

BERES BLACK

BERES AIZU

BERES BLACK

【BERES AIZU/BLACK Lineup】

1W（9.5°、10.5°、11.5°）FW（3W、5W、7W）UT（19°、22°、25°、28°）IRON（#6~11、#5、AW、SW）

※BERES AIZU ladies models expected release month：February 2022.

【BERES 1W　Key Technology】

① Triple Sole Slots

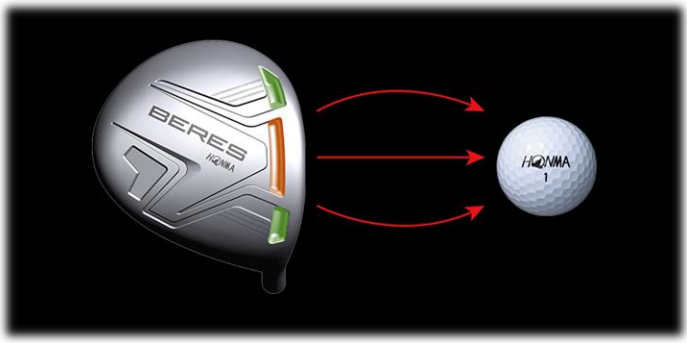
② L-CUP Face

③ Evolved Radial Face

④ Crown Structure

Triple Sole Slots

By dividing the sole slot into three, it regains its shape instantly at impact, which maintains high repulsion performance and high strength, delivering greatly increased initial ball speed.

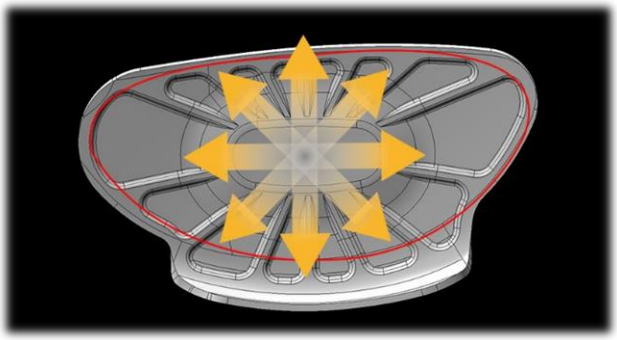


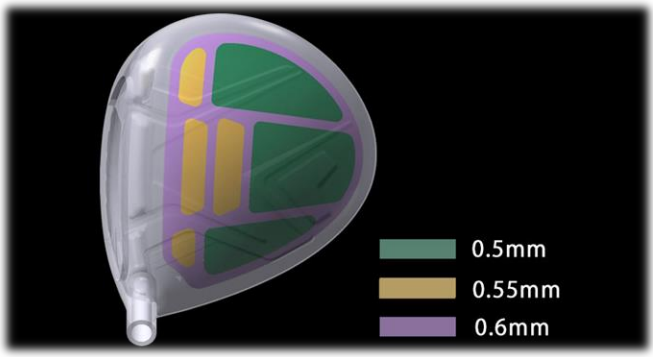
L-CUP Face

Adopted L-CUP structure with high repulsion performance. Maintains a high CT value, and increases the repulsion area by avoiding any welding on the face.

Evolved Radial Face

By making the face surface radial, the repulsion area at the toe and heel is expanded to the edges of the face.





Crown Structure

Ultra-low specific gravity titanium alloy ”Ti811”+ uneven thin-walled design crown. ▼

Optimal deflection / rebound of deflection occurs when hitting the ball +

Low CG with lightweight crown and sole weight distribution

The synergistic effect with the L-CUP face + Radial structure delivers a bigger carry with high trajectory, optimum spin, and increased repulsion.

【BERES FW・UT　Key Technology】

① Triple Slots and Crown Structure

② CG flow design with variable thickness by loft (FW)

③ Low CG flow design（UT）

④ Face Structure

Triple Sole Slots and Crown Structure

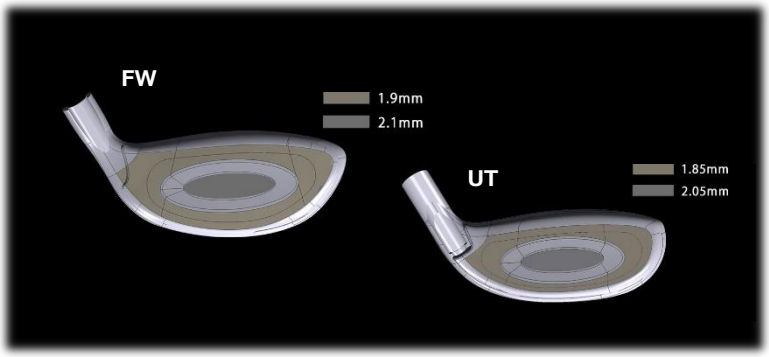
The triple sole slots and crown structure follow the driver flexure design; generating a synergy effect within the face on repulsion performance for longer

CG flow design with variable thickness by loft

3W:Optimal CG design for ideal shot-making

5W Draw bias structure and easy to hit high trajectory (Low and deep CG)

7W:Preventing too much spin while generating appropriate spin to stop a ball. (Low and shallow CG)



Face Structure

A thin and flexible face area provides improved

【BERES IRON　Key Technology】

① 3D L-CUP Structure (#5-#9)

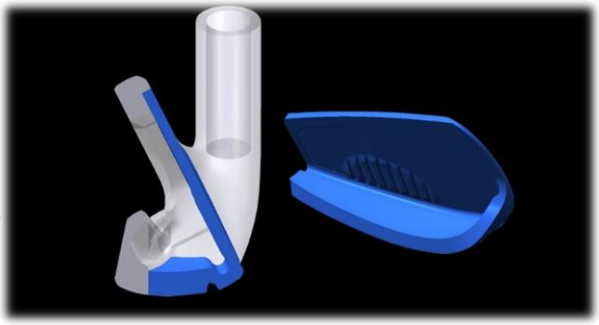
② Sole Slot

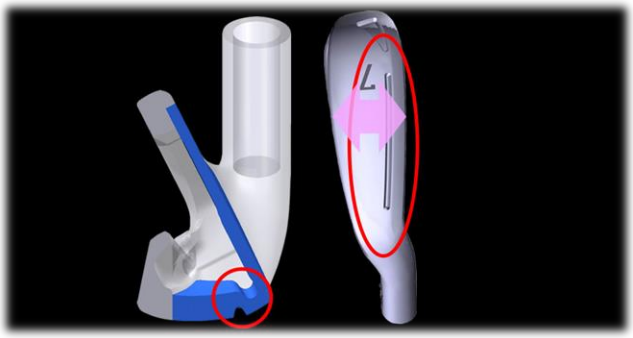
③ Face Structure

④ Optimal Cavity Structure

3D L-CUP Structure(#5-#9)

High repulsion performance due to the 3D L-CUP structure and sole slots improve the initial ball speed. A thicker sole design ensures the ultra-low center of gravity to deliver a high launch angle.



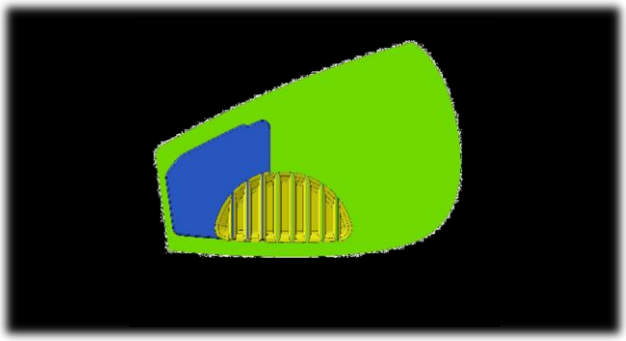


Sole Slot

The inside and outside sole slots generate high repulsion, and the outside toe slot provides high repulsion performance on off center strikes at toe end.

Face Structure

Repulsion performance is improved by reducing the thickness of the iron face, and vertical slits reinforce the impact area to provide strength and durability, delivering forgiveness and a stable shot



Optimal Cavity Structure

By enlarging the lower part of the cavity, an increased deep low CG design is realised.
By progressively changing the cavity design by loft, the ideal trajectory for each club is achieved.

【BERES Original Shaft- ARMRQ MX】

① New shaft construction delivered improved stability and head speed

② Suppresses unnecessary head movement to produce a stable trajectory

③ 10-axis shaft improves head speed

④ Additional lineup of custom DYNAMIC shafts

Original Shaft -ARMRQ MX-

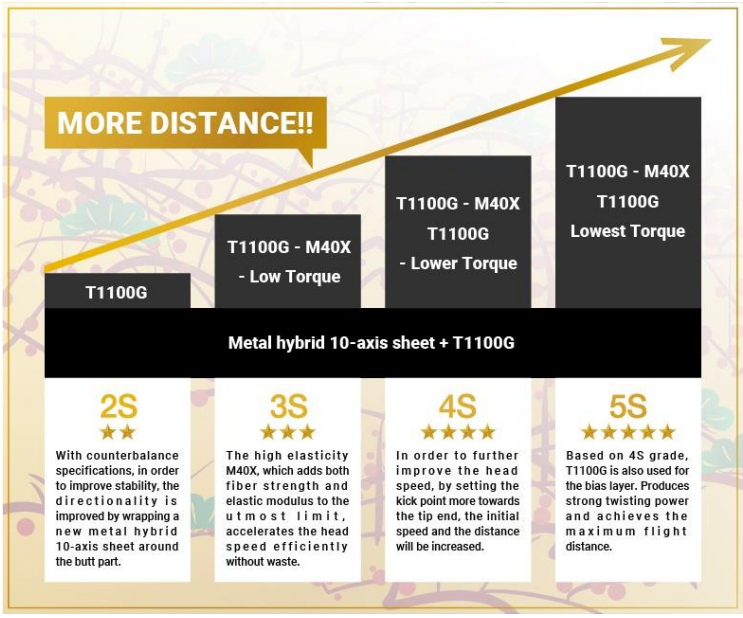
The newly developed "10-axis sheet" material consists of 4-axis aluminum and 6-axis carbon material. High compression strength and by adopting "ARMOR" on the bat side, a consistent swing

Performance by Grade

As the star level increases, the stability on off-center strikes increases.

Performance by Grade

The shaft accelerates the head speed at impact in stages, by adopting different materials for each grade.



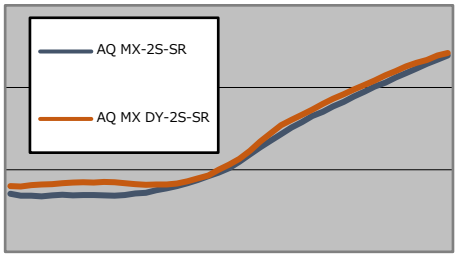
Original Shaft -ARMRQ MX-

ARMRQ MX（Original）

High compression strength and by adopting "ARMOR" on the bat side, a consistent swing trajectory is realized

ARMRQ MX DYNAMIC（Customized）

High compression strength and by adopting "ARMOR" on the bat side, a consistent swing trajectory is realized.



【SPEC】

MEN'S WOOD（BERES-AIZU／BERES-BLACK）

Number/Loft		1W			3W	5W	7W	U19	U22	U25	U28
Head Material		Body : Ti811 Face : Ti-6-4			Body : SUS630 Face: High Strength Custom Stee						
Head Process		Body : Casting Face : Rolling			Body : Casting Face : Rolling						
Loft (deg.)		9.5	10.5	11.5	15	18	21	19	22	25	28
Lie Angle (deg.)		60.0	60.0	60.0	59.5	60.0	60.5	60.0	60.0	60.0	60.0
Head Volume(㎤)		460	460	460	185	174	165	133	133	133	133
Length(inch)		46.0	46.0	46.0	43.0	42.5	42.0	40.5	40.0	39.5	39.0
ARMRQ MX											
Swing weight	R2	D1	D1	D1	D0	D0	D0	D0	D0	D0	D0
	R	D1	D1	D1	D0	D0	D0	D0	D0	D0	D0
	SR	D2	D2	D2	D1	D1	D1	D1	D1	D1	D1
	S	D2	D2	D2	D1	D1	D1	D1	D1	D1	D1
Total Weight(g)	R2	282	282	282	300	304	308	317	321	325	329
	R	283	283	283	301	305	309	318	322	326	330
	SR	288	288	288	306	310	314	323	327	331	335
	S	292	292	292	310	314	318	327	331	335	339
ARMRQ MX DYNAMIC											
Swing weight	R	D1	D1	D1	D0	D0	D0	D0	D0	D0	D0
	SR	D2	D2	D2	D1	D1	D1	D1	D1	D1	D1
	S	D2	D2	D2	D1	D1	D1	D1	D1	D1	D1
Total Weight(g)	R	290	290	290	308	312	316	325	329	333	337
	SR	294	294	294	312	316	320	329	333	337	341
	S	297	297	297	315	319	323	332	336	340	344

※Next Page「MEN'S IRON」SPEC

【SPEC】

MEN'S IRON（BERES-AIZU／BERES-BLACK）

Number/Loft		#5	#6	#7	#8	#9	#10	#11	AW	SW
Head Material		Body : MILD STEEL　Face : AM355P(#5-9) / ES235 (#10-SW)								
Head Process		Body : Forged　Face : Casting（#5-9）Rolling（#10-SW）								
Finish		AIZU : Nickel chrome plated (2layer plated) satin finish BLACK : Nickel chrome plated (2layer plated) Black IP finish								
Loft (deg.)		21.0	24.0	27.0	31.0	35.0	40.0	45.0	50.0	55.0
Lie Angle (deg.)		61.0	61.5	62.0	62.5	63.0	63.0	63.0	63.0	64.0
Offset(mm)		4.0	3.7	3.5				3.0		2.0
Length（inch）		38.25	37.75	37.25	36.75	36.25	35.75	35.5	35.5	35.0
Swing weight	R2	C9	C9	C9	C9	C9	C9	C9	C9	D0
	R	C9	C9	C9	C9	C9	C9	C9	C9	D0
	SR	D0	D0	D0	D0	D0	D0	D0	D0	D1
	S	D0	D0	D0	D0	D0	D0	D0	D0	D1
Total Weight (g)	R2	348	354	360	366	372	378	380	380	389
	R	348	354	360	366	372	378	380	380	389
	SR	353	359	365	371	377	383	385	385	394
	S	356	362	368	374	380	386	388	388	397

※Next Page「SHAFT（ARMRQ-MX／ARMRQ-MX DYNAMIC)」SPEC

【SPEC】

SHAFT（ARMRQ-MX／ARMRQ-MX DYNAMIC）

Model	Category	FLEX	Weight (g)	Torque (°)				KickPoint			
				2S	3S	4S	5S	2S	3S	4S	5S
ARMRQ MX	WOOD	R2	42.0	7.95	7.55	7.35	7.20	MID-LOW		LOW	
		R	44.0	7.90	7.50	7.30	7.15				
		SR	47.0	7.20	6.80	6.60	6.45				
		S	50.0	7.10	6.70	6.50	6.35				
	UT	R2	40.5	7.45	7.05	6.85	6.70	MIDLOW		LOW	
		R	42.5	7.40	7.00	6.80	6.65				
		SR	45.5	6.70	6.30	6.10	5.95				
		S	48.5	6.60	6.20	6.00	5.85				
	IRON	R2	45.5	4.95	4.55	4.35	4.20	MIDLOW		LOW	
		R	47.0	4.90	4.50	4.30	4.15				
		SR	50.0	4.81	4.41	4.21	4.06				
		S	53.0	4.71	4.31	4.11	3.96				
ARMRQ MX DYNAMIC	WOOD	R	49.0	7.25	6.85	6.65	6.50	HIGHMID		MID	
		SR	52.0	7.15	6.75	6.55	6.40				
		S	55.0	7.05	6.65	6.45	6.30				
	UT	R	47.5	6.75	6.35	6.15	6.00	HIGHMID		MID	
		SR	50.5	6.65	6.25	6.05	5.90				
		S	53.5	6.55	6.15	5.95	5.80				