

For Immediate Release

## **New Hot Launch 2 Driver You Can Customize For Under \$200**

*Take the dare! We dare you to find a better product at this price.*

*Custom Affordability – 48-hour Nationwide Delivery Guarantee – Lifetime Warranty – Hand Built in USA*

Batavia, IL (August 29, 2016) – Tour Edge challenges consumers and accounts, “We dare you to find a better custom fitted value.” Announced earlier this month, the new Hot Launch 2 product line is set to arrive in stores this September and today Tour Edge begins releasing specific information about each product. Two spectacular models that consumers will gravitate towards are the Hot Launch 2 drivers, available in an adjustable and slice-fighting offset model, for under \$200 retail, and delivered to the store 48-hours after order placement.



Taking a bold stance in the affordable equipment market Tour Edge is confident that the new Hot Launch 2 are the most affordable customizable drivers available today. As a thirty-year veteran of golf club design and manufacturing, David Glod, president and founder, knows that golf is fun, should be fun for everyone, and is committed to producing clubs that are easy-to-hit and golfs best value.

“Why does a set of clubs have to cost thousands of dollars in order for someone to have fun playing golf? It doesn’t,” said Glod. “The goal of our Hot Launch engineers was to create products with state-of-the-art technology, that can be custom fit to anybody’s game, and yet make it affordable so more people can play the game. With this equation everyone wins!”

Tour Edge Hot Launch engineers went straight to work after the success of Hot Launch original version. They have worked the past two years to create designs that continue to help golfers with more forgiveness and added distance, while using technology that can keep them competitively priced. The new titanium adjustable driver has loft options from 8.5 to 12.5 degrees in 1 degree increments. Easy-to-use adjustability gives players great control in choosing the most efficient loft for optimal distance and accuracy.

The non-adjustable Offset model is the perfect club to fix your slice. Featuring even more offset than previous models allows the face to ‘square up’ at impact for a straighter ball flight.

Both models feature a 460cc titanium four-piece forged club head. The driver’s deep face design and variable face thickness technology (VFT) provide maximum power from more contact points on the face. The adjustable model is also powered by cup face technology.

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Weight is an important feature in the Hot Launch 2 drivers. The rear center weight in the sole is twice as heavy as the original creating a deep center of gravity for an extremely easy launch and greater forgiveness on off-center hits. Paired with an ultra light-weight shaft engineered by UST Mamiya – one of the hottest shaft brands in golf.

Truly Golf's Most Solid Investment, the customized affordable drivers can be built to each player's specifications — loft, length, shaft flex, grip size — at no extra cost. A new 48-hour delivery guarantee of Hot Launch 2 clubs sets Tour Edge apart with superior customer service. Whether the order is standard or custom, it will ship direct to the stores nationwide (continental United States), arriving 48-hours later, at no additional fee.

Adjustable model is right hand only; Offset right hand 10.5, 12, HL (13.5) degrees, left hand 10.5 degree. Suggested retail: Adjustable \$199.99; Offset \$169.99.

Customer service is accepting pre-orders for Hot Launch 2, projected ship date is September 10, 2016.

***Every Tour Edge club comes with a lifetime warranty and a 30-day play guarantee.  
For more information, call (800) 515-3343 or visit [touredge.com](http://touredge.com).***



### ***About Tour Edge Golf***

Located in Batavia, IL, and celebrating 30 years, Tour Edge is Golf's Most Solid Investment. Tour Edge manufactures and sells golf clubs under the Exotics, Hot Launch, and Bazooka brand names. Exotics products bring futuristic technologies to the marketplace with experienced designers and smaller production runs. Hot Launch has forged a name for itself as a producer of high-quality golf clubs that are sold at unbeatable prices. Custom clubs are hand assembled in the United States and distributed throughout the world. High resolution images are available at [www.touredge.com](http://www.touredge.com) (select media center).

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