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For immediate release

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## *New Golf Clubs Born from Golfers' Inspiration and Data*

### **New PRGR Brand iD to Go on Sale**

Tokyo – The Yokohama Rubber Co., Ltd. announced today that it will begin sales of the new PRGR golf club brand iD. The company will sell two versions – the average model iD455 series and the athlete model iD435 series – each with a driver, fairway woods, irons and a wedge. (Utility clubs will also be available for the average model).

The basic concept behind the iD brand is club design with an emphasis on golfers' inspiration and data, and the first letters of these words form the brand name. The clubs are designed for golfers with some experience who are looking to further improve their games. These clubs strike a new direction in the design approach by combining the club development data which PRGR has cultivated over many years with golfers' inspiration rather than logic for a club which feels comfortable to swing.

For example, the inspiration we emphasized in creating the driver is the feel of the swing. This comes from the club length and weight. Reconsidering the trend toward longer and lighter drivers in recent years, we adopted 45-inch, 300g (iD455, M-40) specifications which stabilize the swing rhythm and the club path which golfers have developed, with a sense of weight and high impact reproduction. We also revised the total series balance from driver through wedge so golfers can have the same swing feel with every club. The club design features head sizes and shapes that are easy to position, with a high-precision and high-performance image.

The iD series also adopts many new technologies based on extensive data collected using the SCIENCE FIT swing diagnostics system. These clubs achieve longer flight distances, precision, and swing comfort by adopting New Center of Gravity Design\* which maximizes initial speed at the face center and 3 Balance Design\* whereby the maximum initial speed point, center of gravity, and deflection point are distributed at three locations on the face for optimum placement, enlarging the high initial speed area.

\*Patent pending.

## Features of iD



### INSPIRATION

- ❶ Golf Club Length and Weight  
Middle length and middle weight design
- ❷ Club Head Shape and Size  
Inspiration-oriented compact design
- ❸ Design  
Simple design

### DATA

- ❶ Square Impact Design
- ❷ New Center Of Gravity Design
- ❸ Balance Design  
(Face uneven thickness structure)
- ❹ New Shaft Design  
(Glass coating manufacturing & New SPEC STEEL shaft)

### i = INSPIRATION

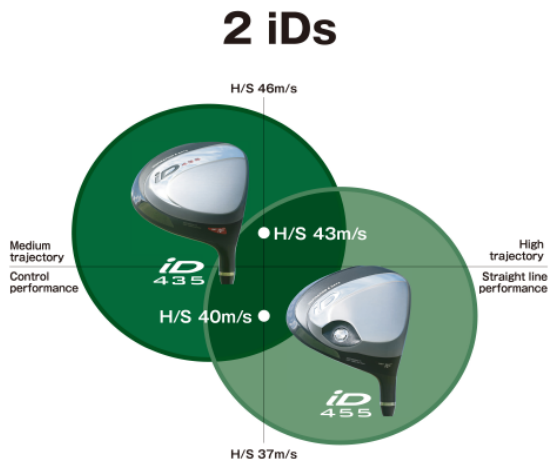
- Golf club design that respects golfers' inspiration



### D = DATA

- Thorough basic data collection and analysis

## iD Series Lineup



	<i>iD</i>	
Driver	<i>iD</i> 435 	<i>iD</i> 455 
Fairway Wood	<i>iD</i> HIT TYPE C 	<i>iD</i> HIT 
Utility		<i>iD</i> HIT UT 
Iron	<i>iD</i> FORGED IRON 	<i>iD</i> IRON 
Wedge	<i>iD</i> WEDGE 	