

November 1, 2017

## Yamaha Golf 2018 New Models



### Further Improved Kick Velocity and Trajectory Consistency Complete New Lineup, from Drivers to Irons

Yamaha Corporation announced the launch of the 2018 RMX Series, the golf clubs that improve kick velocity and trajectory consistency to help golfers win. The company improved all clubs (drivers, fairway woods, utility clubs and irons) to provide unprecedented results to golfers who constantly seek to improve.

#### **Product Overview**

Aiding and Enhancing Optimal Club Selection to Provide Unprecedented Results to Golfers Who Constantly Seek to Improve

Yamaha developed the RMX Series 2018 models in pursuit of advancement toward winning, and in that pursuit achieved greater flight distance and trajectory consistency to help golfers triumph over their opponents and overcome personal challenges.

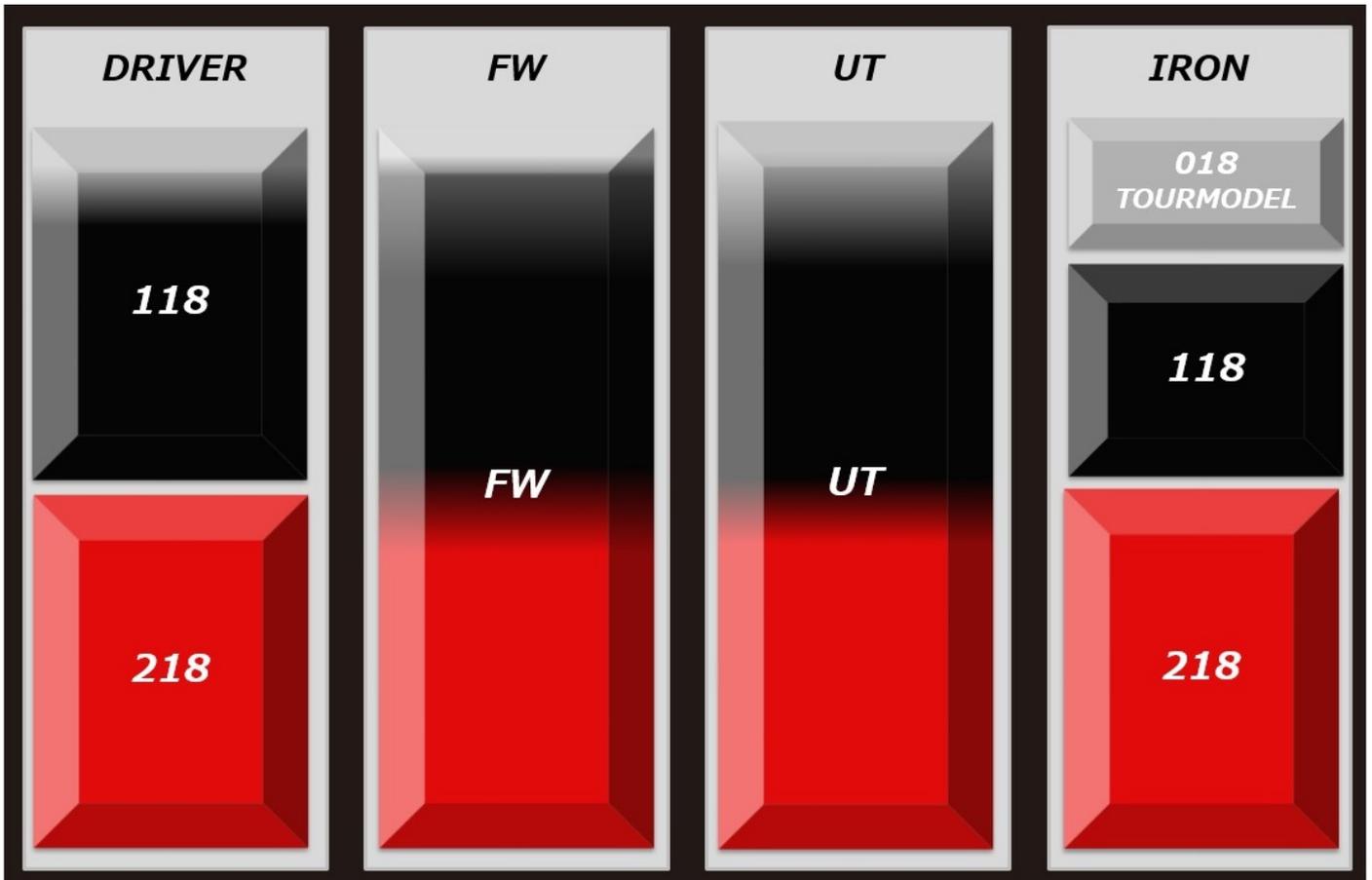
RMX Drivers deliver further improved kick velocity and flight distance thanks to their Head Turn Energy Design, which translates more energy from the head turn due to increased distance between the center of clubface and the shaft axis, and the Super Dual-Powered Body II, which stores and releases impact energy more efficiently due to greater body deflection produced by more slits in the soles. The final element of RMX Drivers that hit farther and straighter is the Straight Flight Design that provides a greater moment of inertia and improves trajectory consistency 25%.\*

RMX Fairway Woods and Utility Clubs feature the Low-CG Head Design and the High-Efficiency Impact Shape for more piped shots that deliver greater flight distance, the Straight Flight Design that delivers improved trajectory consistency, and the New FRICOFF Sole that provides the outstanding sweep in high consistency of direction.

RMX Irons feature the Active Sole that provides excellent sweep thanks to a fresh design with harder rounding on the toe and heel, and the Straight Flight Design that improves trajectory consistency. Three models make up the RMX Series 2018 Model lineup: the RMX 018 TOURMODEL, with sharper edges and even more delicate feel; the RMX 118, which features soft forged irons that enable golfers to attack greens with confidence; and the RMX 218, which provides +1-club flight distance and is forgiving of mishits. The lineup also includes the RMX TOURMODEL WEDGE, which features consistency-boosting with newly designed soles that are the result of two years of collaborative development with Yamaha pros.

\*Yamaha Golf comparison with previous models

2018 RMX Series Model Lineup



Product Attributes

■ RMX Drivers

Two models make up the RMX Driver lineup: the RMX 118, which provides true, straight trajectory; and the RMX 218, which produces high draws.



RMX 118 for true, straight trajectory

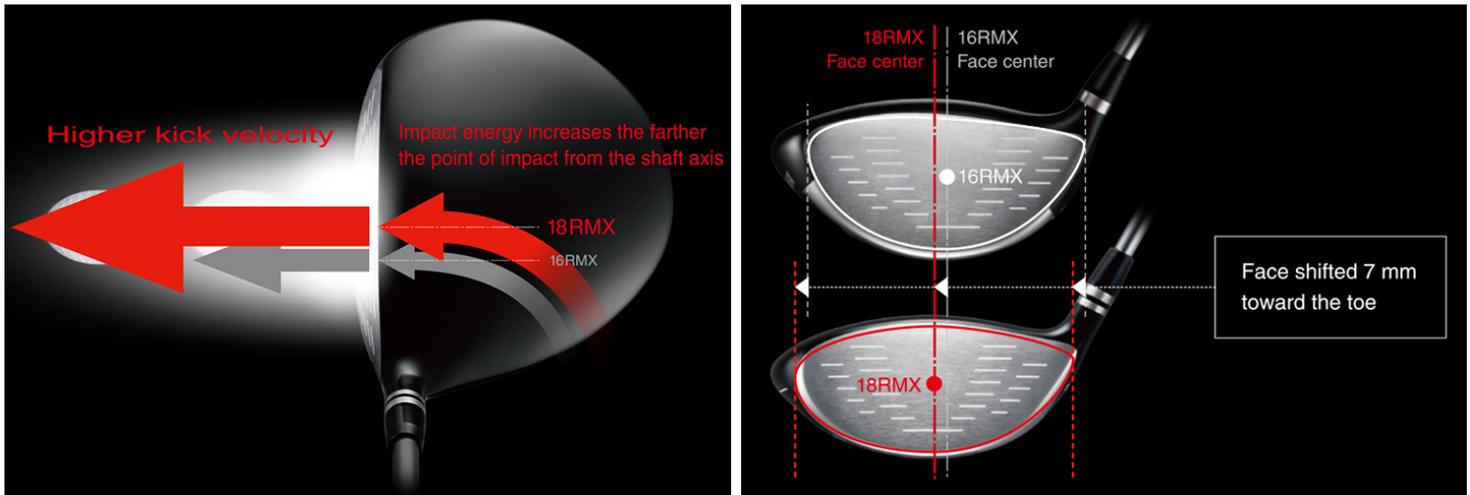


RMX 218 for increased flight distance with a high draw

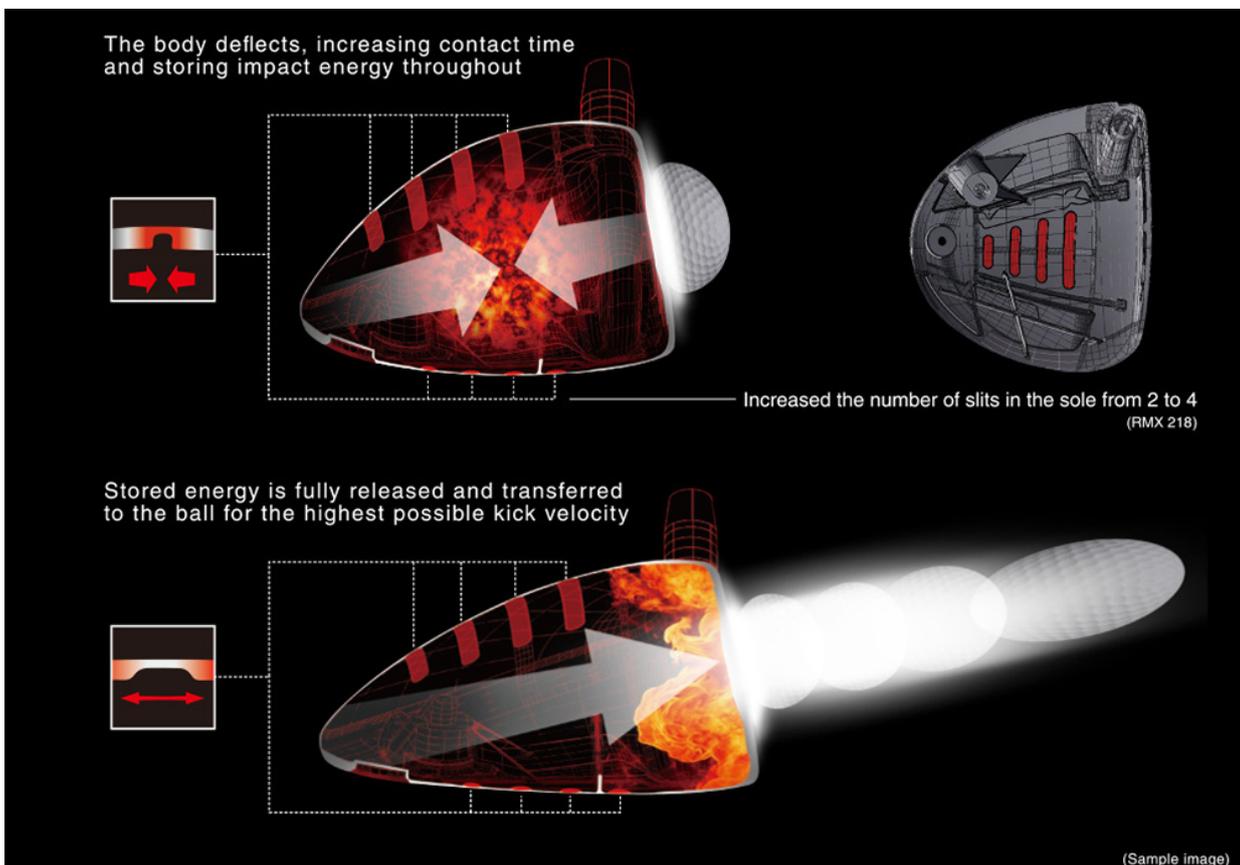
## 1. Head Turn Energy Design and Super Dual-Powered Body II Increase Kick Velocity, Flight Distance

During the clubhead turn, impact energy increases the farther the point of impact is from the shaft axis; the Yamaha development team used this fact to develop the new Head Turn Energy Design that places the center of the clubface far from the shaft axis.

Yamaha also developed the Super Dual-Powered Body II, an improved version of the original Super Dual-Powered Body with more slits in the sole to enable the clubhead to deflect and store impact energy more efficiently. The greater amount of stored energy is fully and instantaneously released, which produces further improved kick velocity and flight distance. In addition, the Ultimate Face (patent pending), which is the result of over 30,000 computer simulations, maximizes the repulsion area and minimizes the loss of flight distance from off-center hits.



Head Turn Energy Design: Placing the face farther from the shaft axis increases the energy generated by the head turn, thereby increasing kick velocity



Super Dual-Powered Body II: Efficiently stored impact energy is released fully and instantaneously

## 2. Straight Flight Design Increases Transverse Moment of Inertia, Improves Trajectory Consistency 25%<sup>1</sup>

The RMX 118 and RMX 218 models feature clubheads created with Straight Ball Design, which is tailored to the respective abilities of golfers. On RMX 118 Drivers, the RTS weights and inner weights are located low on the back side to increase the transverse moment of inertia 10%,<sup>2</sup> which boosts trajectory consistency 25%. For golfers who consistently hit toward their targets, the increased moment of inertia and reduced side spin reliably deliver relentlessly straight drives. On RMX 218 Drivers, the projection area is expanded and the weights are located on the heel back to increase the transverse moment of inertia 9%,<sup>3</sup> which delivers both solid contact and consistency. For golfers who tend to open the clubface and slice the ball, the large CG angle naturally turns the head through the swing, enabling square impact that produces straight drives.

<sup>1</sup>Yamaha Golf comparison with previous models

<sup>2</sup>Compared to RMX 116 Drivers (RMX 116: 3,900 g/cm<sup>2</sup>; RMX 118: 4,300 g/cm<sup>2</sup>)

<sup>3</sup>Compared to RMX 216 Drivers (RMX 216: 4,300 g/cm<sup>2</sup>; RMX 218: 4,700 g/cm<sup>2</sup>)



## ■ RMX Fairway Woods and Utility Clubs

The new lineup features RMX Fairway Woods with impressive flight distance and trajectory consistency, and RMX Utility Clubs that enable golfers to go for the green from 200 yards.



**RMX Fairway Woods: Improved flight distance and trajectory consistency**



**RMX Utility Clubs: Go for the green from 200 yards**

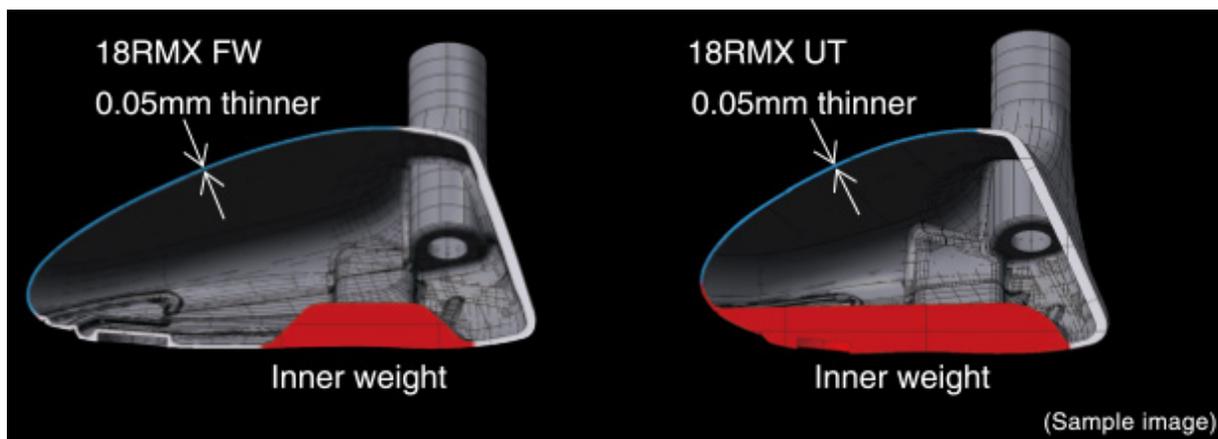
### 1. High-Efficiency Impact Shape and Low-CG Head Design Produce More Piped Shots, Increase Flight Distance

Yamaha redesigned the heel side of the clubhead based on the position of the head at impact to create the High-Efficiency Impact Shape, which has the same effect as lowering the CG 0.7 mm and makes it easier to bring the sweet spot to the ball at impact.

The new clubs also feature the Low-CG Head Design in which Yamaha increased the thickness of the crown and distributed inner weights to further lower the CG. These changes work together to bring the CG closer to the point of impact and increase flight distance.



Comparison of RMX Fairway Wood CG at impact



Low-CG head design (Left: RMX Fairway Wood; Right: RMX Utility Club)

## 2. Straight Flight Design and new FRICOFF Sole Further Improve Trajectory Consistency

In the Straight Flight Design, inner weights are distributed widely throughout the toe and heel to enhance the transverse moment of inertia, which improves trajectory consistency 20%,<sup>4</sup> and enables golfers to attack greens with straight shots from 200 yards. In addition, the New FRICOFF Sole features a reduced ground contact area that reduces friction at impact, providing outstanding sweep and trajectory consistency.

<sup>4</sup>Yamaha Golf comparison with RMX FW and RMX UT 2016 models



### ■ RMX Irons and Wedges

Four models make up the RMX Iron/Wedge lineup: the RMX 018 TOURMODEL, a tour model for professional competition; the RMX 118, Full-forged iron model with improved consistency; the RMX 218, which provide +1-club flight distance with improved consistency; and the RMX TOURMODEL wedges developed jointly with Yamaha tour pros.

All irons feature the newly developed Active Sole design with harder rounding of the toe and heel that elicit confidence on sidehill and other difficult lies. In addition, locating the bounce on the leading edge prevents sticking even on steep downswings and encourages consistent shots from any lie.



RMX 018 TOURMODEL: Yamaha's flagship iron for professional competition



RMX 118: Full-forged iron with improved consistency



RMX 218: +1-club distance with improved Consistency

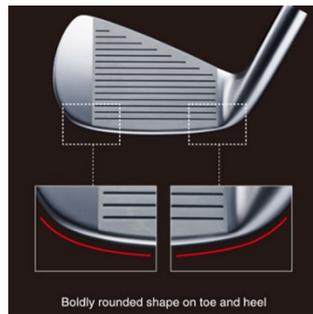


RMX TOURMODEL WEDGE: Jointly developed with Yamaha pros over two years

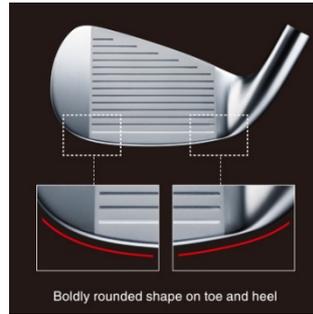
## Active Sole



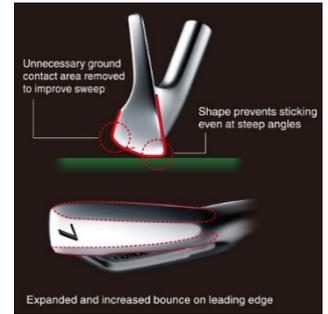
RMX 018 TOURMODEL



RMX 118



RMX 218



New shape improves sweep

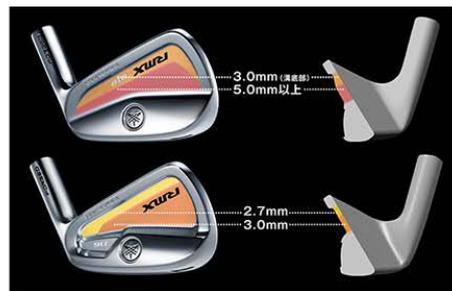
### 1. RMX 018 TOURMODEL

With sharp edges (TOURMODEL Shape) and delicate feel (Annealing)

To enable golfers to take dead aim even from the rough, Yamaha designed the TOURMODEL Shape, which features a smaller clubhead to improve sweep, and a cavity to mute the effects of vertical variation at the point of impact. Yamaha also made the back of the clubface thicker to reduce unnecessary vibrations in the head and further improve feel. In addition, the annealing, which softens soft iron 12%, enabled the company to produce more delicate feel than ever before.



Head shape streamlined to improve sweep



Thick back design produces delicate feel

Top: RMX 018 TOURMODEL annealing

Bottom: RMX 116 TOURBLADE process



Roughly 12% softer soft iron forging made possible by the annealing process

### 2. RMX 118

Full-forged irons with straight flight design that improves trajectory consistency 14%<sup>5</sup>

The Straight Flight Design involves distributing weight toward the toe, and limiting weight reduction by machining the heel side, which improves trajectory consistency 14%. These soft forged irons enable golfers to attack greens with confidence.

<sup>5</sup>Yamaha Golf comparison with previous models

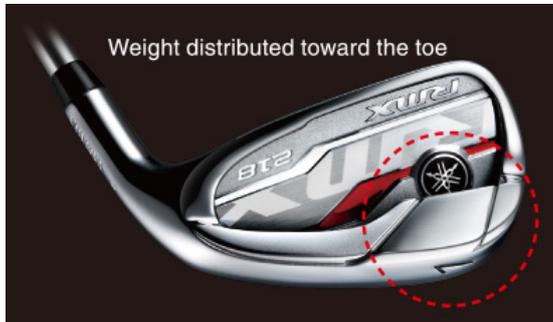


The Straight Flight Design increases the transverse moment of inertia

### 3. RMX 218

Straight, +1-club flight distance with the combination of the Full-Circumference Undercut Design, the Uneven-Thickness Face and the Straight Flight Design with the full-maraging steel head

The new model features the high-repulsion full-maraging steel head with a wider repulsion area made possible by the new Full-Circumference Undercut Design (denoted by the pink line in the image below) and the Uneven-Thickness Face. Yamaha also used the Straight Flight Design, which increases the moment of inertia by distributing weight toward the toe, to increase the transverse moment of inertia. These irons deliver +1 club flight distance and are very forgiving of mishits.



The Straight Flight Design increases the transverse moment of inertia



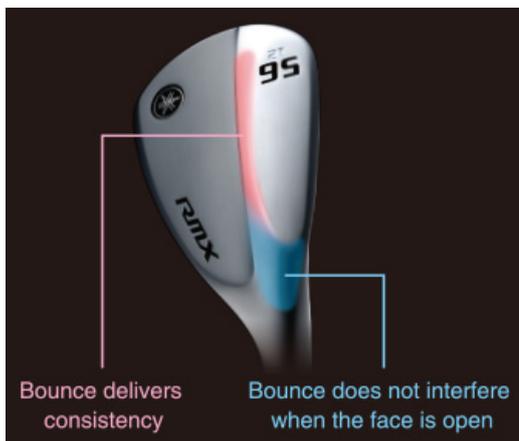
The Full-Circumference Undercut Design and Uneven-Thickness Face expand the repulsion area

### 4. RMX TOURMODEL WEDGES

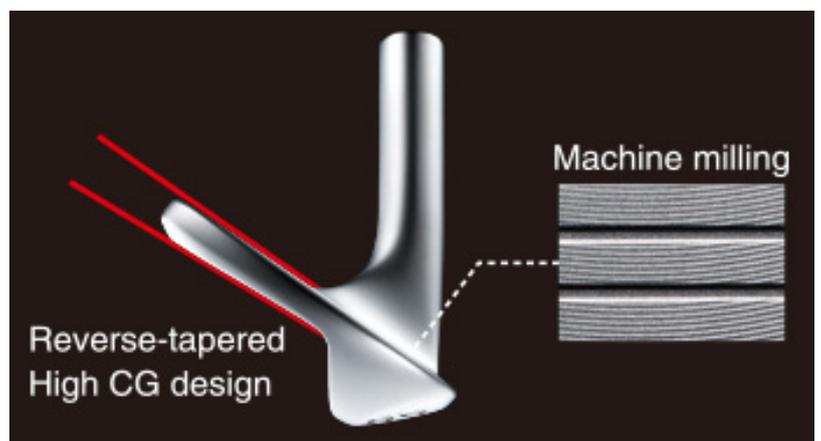
With new soles jointly developed with Yamaha pros

For nearly two years, Yamaha worked together with pro golfers who endorse Yamaha to develop the new Active Sole for Wedges, which enables consistent approach shots because the bounce can be used effectively from any lie.

In addition, Yamaha used the reverse taper shape to enhance spin performance which, coupled with the milled face surface, produces aggressive spin by grabbing the ball at the point of impact.



Newly designed sole



The Reverse Taper High-CG Design creates aggressive spin

### ■RMX Shaft Lineup

As with the RMX Series 2016 models, the entire lineup features custom shafts.

FUBUKI Ai II shafts can be used on Drivers, Fairway Woods, Utility Clubs and Irons, and Speeder EVOLUTION IV shafts can be used on Drivers, Fairway Woods and Utility Clubs.



### ■Caddy Bag with the RMX Logo

New caddy bags with sharp designs that prominently feature the impressive RMX logo.

