



LAUNCHER HB WOODS

PRODUCT MANUAL



WHERE SCORING MATTERS™

DON'T JUST HIT IT, LAUNCH IT

THE NEXT LEVEL OF DRIVER PERFORMANCE.



LAUNCHER HB

To help you *Launch It* longer, we engineered an ultra-lightweight hosel that optimizes weighting for high, long, and straight drives. To boost ball speeds, we added Flex-Fin Technology, a Launcher Cup Face, and the all-new HiBore Crown so you can bomb it with explosive distance. Learn more at ClevelandGolf.com. #LAUNCHIT

OFFERINGS:

**LAUNCHER HB
DRIVER**



**LAUNCHER HB
FAIRWAY**



**LAUNCHER HB
HYBRID**



KEY TECHNOLOGIES

The next evolution of Launcher and HiBore technologies combine to produce exceptional speed, distance, and control.

The new HiBore Crown promotes higher ball speed through the crown flexing at impact and a desirable high-launch, low-spin trajectory from a lower center-of-gravity.



Unique Flex-Fins compress at impact transferring more energy back to the ball for longer distances, especially on heel and toe impacts.



New Launcher Cup-Face creates higher COR across the entire face for unmatched ball speed and distance.



Ultra-lightweight hosel design redistributes weight low and deep for a higher launch and more forgiveness.

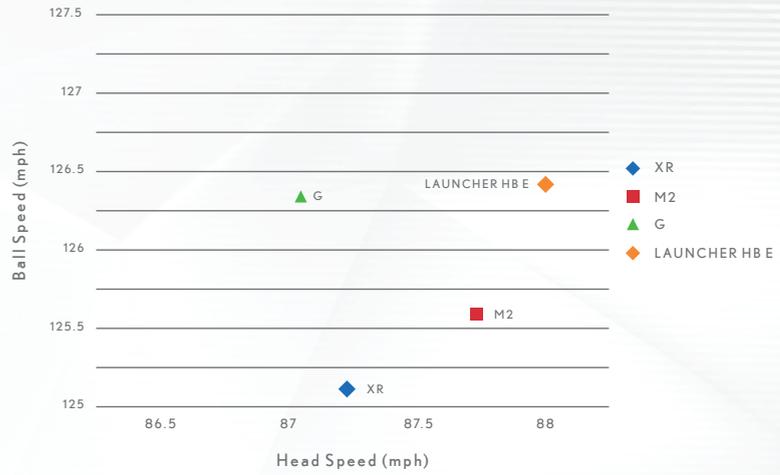


The premium, made in Japan, Miyazaki C. Kua shaft weighs just 50 grams and features a low-torque design achieved through Toray T1100 carbon fiber.

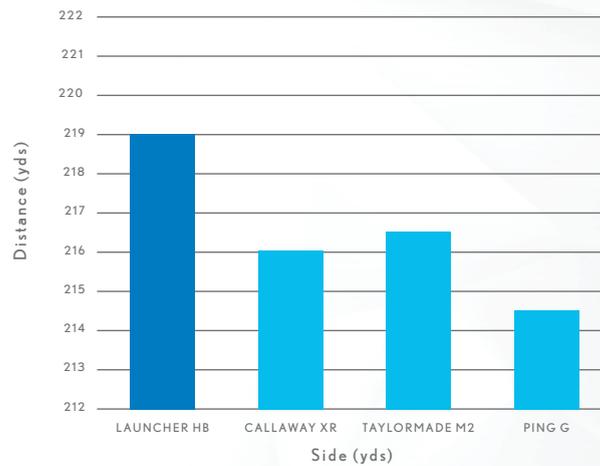


HIGHER, STRAIGHTER DRIVES TIME AFTER TIME

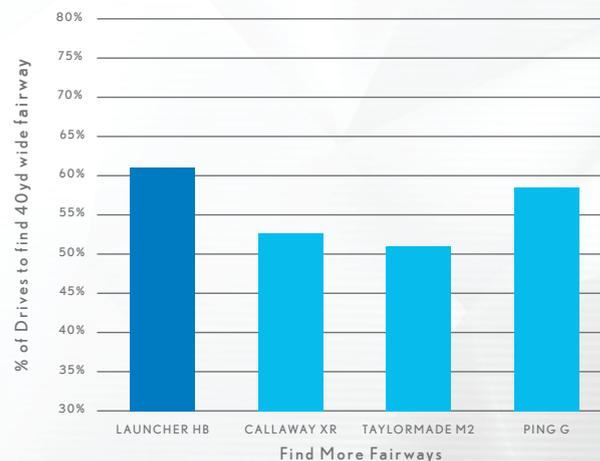
FASTER SPEEDS



LONGER DISTANCE



BETTER ACCURACY

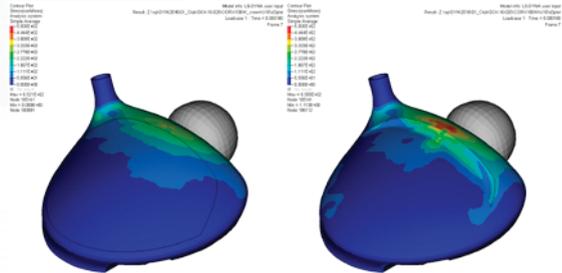


HIGHER BALL SPEED

3 key technologies combine to produce the fastest head speed and ball speeds we've ever created.

HIBORE CROWN

The new HiBore Crown is designed to compress and release at impact for more ball speed on high-face shots.



Traditional Driver –
Very little stress and
compression at impact

HiBore Crown – Significant
flexing at impact returns more
speed to the ball.



LAUNCHER CUP FACE

The Launcher Cup Face features extremely thin, high-strength titanium around the perimeter for the hottest driver and largest sweet spot we've ever made.



FLEX-FIN TECHNOLOGY

Flex-Fins offer more compression at impact for higher energy transfer, especially on low-face and heel-toe impacts.

ULTRA-LIGHTWEIGHT HOSEL DESIGN

Our ultra-lightweight hosel design is key to moving weight low and deep.

COMPETITORS



CALLAWAY - GBB EPIC



TAYLORMADE - M1



TAYLORMADE - M2

Typical hosel structures, along with the sleeves and screw, are relatively heavy, pulling the center-of-gravity to a poor location - high and forward.

LAUNCHER HB



By designing an ultra-lightweight hosel, the Launcher HB puts more mass low and deep within the head to provide more forgiveness and a higher launch.

More Weight Low and Deep



OPTIMIZED WEIGHTING

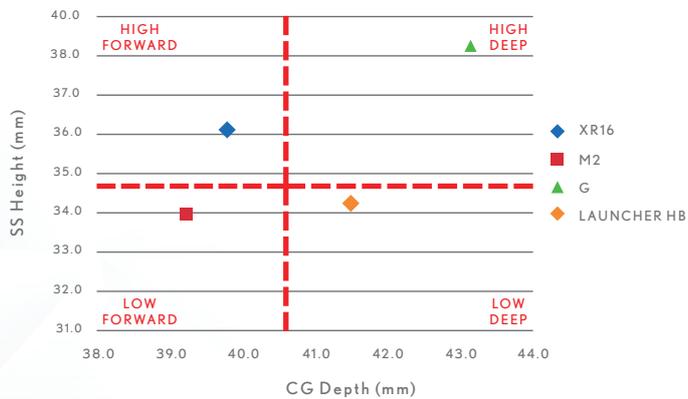
LOWER, DEEPER WEIGHT THAN COMPETITORS

By focusing on technologies that truly impact performance, we're able to create a driver with a CG in the "Low-Deep" area, the best location to produce the high-launch, low-spin ball flight.



CG COMPARISON

	SS HEIGHT	CG DEPTH
LAUNCHER HB	35.1	41.4
CALLAWAY XR	36.1	39.7
TAYLORMADE M2	34.1	39.2
PING G	38.2	43.3



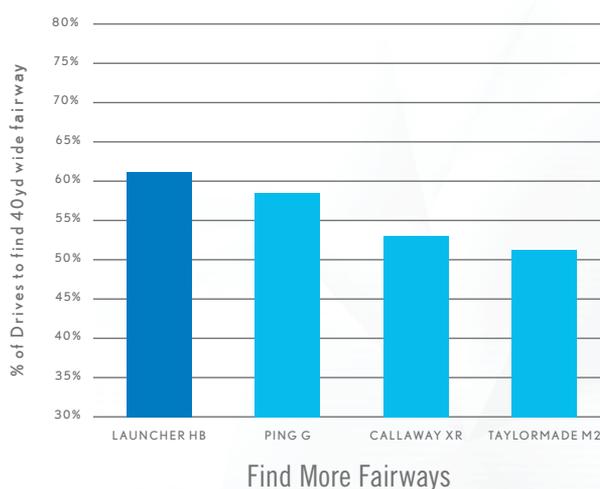
SHAFT

MIYAZAKI C. KUA SHAFT

Advanced materials and manufacturing combine to produce a higher balance point, lightweight shaft. This makes woods easier to swing for more club head speed and distance.



Using premium Toray T1100 Carbon Fiber, we've been able to achieve a lightweight design that is low torque for more consistency and accuracy to find more fairways.



Test result based on Cleveland Golf Test Panel hitting a 10.5 deg R-Flex driver from each company. 34 players hit 5 shots with each club. Results were measured using the Trackman launch monitor.

FAIRWAY TECHNOLOGY

The new HiBore Crown brings the entire crown down by 5mm lowering the weight and promoting a high-launching, ball flight.

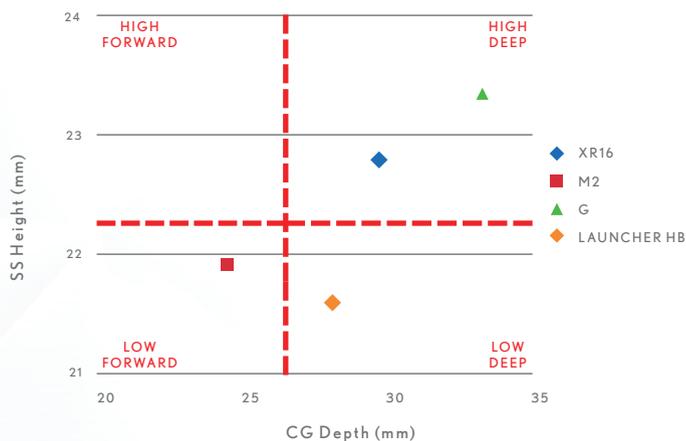


Flex-Fins, the HiBore Crown, and Cup Face combine for higher ball speeds across the face.



CG COMPARISON

	SS HEIGHT	CG DEPTH
LAUNCHER HB	21.5	28.0
CALLAWAY XR	22.8	29.5
TAYLORMADE M2	21.9	24.6
PING G	23.3	33.0



HYBRID TECHNOLOGY

The new HiBore Crown brings the entire crown down by 5mm lowering the weight and promoting a high-launching, ball flight.

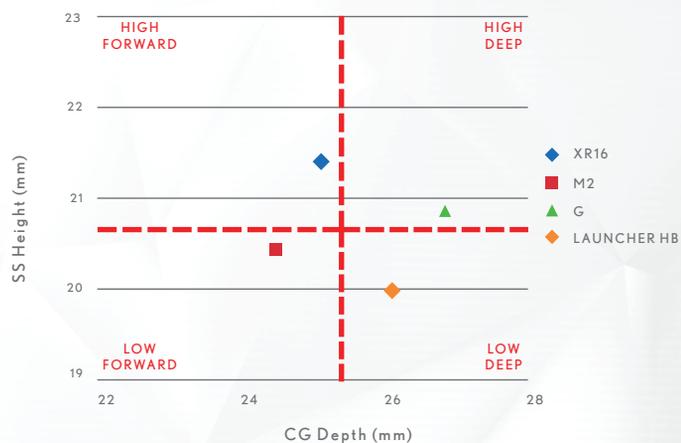


Flex-Fins, the HiBore Crown, and Cup Face combine for higher ball speeds across the face.



CG COMPARISON

	SS HEIGHT	CG DEPTH
LAUNCHER HB	20.0	26.0
CALLAWAY XR	21.4	25.2
TAYLORMADE M2	20.3	24.4
PING G	20.8	26.8



MEN'S LAUNCHER HB



DRIVER

LOFT	LENGTH	LIE ANGLE	HEAD SIZE	SW	HAND
9	45.5	60.0	460cc	D3	RH
10.5	45.5	60.0	460cc	D3	RH/LH
12	45.5	60.0	460cc	D3	RH

FLEX OFFERINGS: S, R, A
SHAFT: MIYAZAKI C. KUA 50

FAIRWAY WOOD

MODEL	LOFT	LENGTH	LIE ANGLE	HEAD SIZE	SW	HAND
3W	15	43.0	57.5	173cc	D2	RH/LH
5W	18	42.5	58.0	160cc	D2	RH/LH

FLEX OFFERINGS: S, R, A
SHAFT: MIYAZAKI C. KUA 50

HYBRID

MODEL	LOFT	LENGTH	LIE ANGLE	HEAD SIZE	SW	HAND
3H	19	40.25	60.0	114cc	D2	RH/LH
4H	22	39.75	60.5	113cc	D2	RH/LH
5H	25	39.25	61.0	112cc	D2	RH

FLEX OFFERINGS: S, R, A
SHAFT: MIYAZAKI C. KUA 60

WOMEN'S LAUNCHER HB



DRIVER

LOFT	LENGTH	LIE ANGLE	HEAD SIZE	SW	HAND
9	44.5	60.0	460cc	C8	RH
10.5	44.5	60.0	460cc	C8	RH/LH
12	44.5	60.0	460cc	C8	RH

FLEX OFFERINGS: L FLEX
SHAFT: MIYAZAKI C. KUA 40

FAIRWAY WOOD

MODEL	LOFT	LENGTH	LIE ANGLE	HEAD SIZE	SW	HAND
3W	15	42	57.5	173cc	C7	RH/LH
5W	18	41.5	58.0	160cc	C7	RH/LH

FLEX OFFERINGS: L FLEX
SHAFT: MIYAZAKI C. KUA 40

HYBRID

MODEL	LOFT	LENGTH	LIE ANGLE	HEAD SIZE	SW	HAND
3H	19	39.25	60.0	114cc	C7	RH/LH
4H	22	38.75	60.5	113cc	C7	RH/LH
5H	25	38.25	61.0	112cc	C7	RH

FLEX OFFERINGS: L FLEX
SHAFT: MIYAZAKI C. KUA 40

