

Media Embargo 3rd August 2020

## Srixon Introduces the All-New ZX Series

Saint Jean de Luz, France - 29th July 2020: SRIXON®, a global leader in top quality golf equipment and innovation, announces the launch of the new ZX Woods and Irons, tour-validated equipment suited for the needs of golf's best players. Srixon's ZX Woods and Irons officially launch in UK & Continental Europe on 19th September 2020.



### ZX Woods

ZX Woods were designed with one thing in mind: speed. ZX Woods help generate more speed and distance thanks to Srixon's new Rebound Frame Technology.

Rebound Frame Technology works by layering alternating zones of flexibility and stiffness that work in tandem to focus more energy into the ball at impact. The result is increased ball speed and distance off every tee.

"Rebound Frame represents the best energy transfer system we've ever designed into a driver," said Jeff Brunski, Vice President of Research and Development. "From the center of the face to the very rear of the club, we've tuned the clubhead stiffness to put more energy into the ball than ever before. The entire driver head works in harmony to provide an unprecedented rebound effect, giving you more maximum ball speed for more distance."

With assistance from our tour staff, Srixon's ZX Drivers bring speed and power to the forefront. Both drivers feature a strong but lightweight carbon crown that is 15% larger than the previous generations. This new crown repositions mass low, deep, and around the perimeter, increasing MOI and forgiveness on every drive.

The ZX7 Driver delivers total control due to a penetrating ball flight and adjustability features to give any player their desired launch conditions. Meanwhile, the ZX5 Driver delivers total confidence due to a larger footprint and flattened shape, with a single weight placed low and deep to help make ZX5 Drivers ideal for straight drives that launch high and carry far.

The same powerful technologies, tour preferred shaping, and focus on speed are featured in the new line of ZX Fairway Woods and ZX Hybrids to deliver outstanding distance performance.

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### Key Innovations Inside ZX Woods:

- **Rebound Frame** – By focusing more energy into the golf ball, Rebound Frame's unique structure increases ball speed and distance on every shot, especially center-face impacts.
- **Lightweight Carbon Crown** – A 15% larger carbon crown repositions mass low, pushing MOI up and increasing forgiveness.
- **Adjustability** – A single weight port in the ZX5 Driver and two weight ports in the ZX7 Driver allows for adjustments to CG or swing weight, while an adjustable hosel provides variation in loft, lie, and face angle.
- **Crown Step** – Featured in the ZX Fairway Woods and ZX Hybrids, the stepped crown lowers the center of gravity to optimize launch and increase MOI.



The ZX Woods officially launch in UK & Continental Europe on 19th September 2020, at a MAP of 529€ / 5499 SEK / 589 CHF / 449 £ for the ZX7 Driver, 499 € / 5299 SEK / 549 CHF / 429 £ for the ZX5 Driver, 299 € / 3199 SEK / 329 CHF / 249 £ for the ZX Fairway Woods and 259 € / 2699 SEK / 289 CHF / 229 £ for the ZX Hybrids.

For high-resolution images, the ZX Woods Product Manual, and other assets:

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[CLICK HERE FOR ZX5 DRIVER](#)

[CLICK HERE FOR ZX7 DRIVER](#)

[CLICK HERE FOR ZX FAIRWAY](#)

[CLICK HERE FOR ZX HYBRIDE](#)



## Media Embargo 3rd August 2020

### ZX Irons

Srixon remains at the forefront of iron design and performance, and the new ZX Irons represent the perfect combination of beauty and power.

“While the new ZX Irons are gorgeous to look down at, it’s the technology inside that’s even more exciting,” Brunski said. “Hotter faces designed using AI optimization delivers more speed. Meanwhile, varying grooves throughout the iron set give golfers consistent distance control, and forged construction helps them feel incredible at impact.”

Created with human intelligence yet perfected by the artificial kind, MainFrame is a one-of-a-kind face design that increases ball speed on every shot. Milled into the backside of every iron face, MainFrame is a variable thickness pattern made up of grooves, channels, and cavities.



After two years of learning and refining, these final faces offer greatly improved COR because they maximize flex at impact for more ball speed on every strike.

Srixon’s ZX5 irons combine pioneering ball speed technology with premium forged feel, and delivers all of it in a forgiving yet workable profile that’s razor sharp at address.

Meanwhile, Srixon’s ZX7 irons provide a compact blade shape, slim topline, and narrow sole that delivers the workability, feel, and aesthetics of a world-class players iron.

Both irons offer an updated Tour V.T. Sole that glides smoothly through the turf, progressive grooves to improve consistency, and forged construction from a soft 1020 carbon steel body that absorbs vibrations for an extremely soft feel.

ZX Utility Irons are smaller and more compact than previous generations, delivering a more blade-like address profile that blends seamlessly with any set. ZX Utility Irons deliver Srixon’s MainFrame technology, along with a hollow design and multi-piece construction. All of these powerful technologies come together in a smaller profile, with all the same forgiveness that is expected from a utility iron.

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### Key Innovations Inside ZX Irons:

- **MainFrame** – A milled pattern on the backside of each ZX5 Iron face optimizes COR for more ball speed and more distance on every shot.
- **Tour Cavity** – Mass repositioned to ZX7's sweet spot and perimeter provide a remarkably soft feel at impact and increased workability.
- **Progressive Grooves** – Grooves in the 8i through PW on the ZX5 and ZX7 irons are sharper, narrower, and deeper for more spin and stopping power on approach shots into the green.
- **Tour V.T. Sole** – V-Shaped soles glide smoothly through the turf, while the ZX5 and ZX7 irons also feature the resurgence of our popular sole notches.

The Srixon ZX Irons officially launch in UK & Continental Europe on 19th September 2020, at a MAP of 999€ / 9999SEK / 1099 CHF for an 6-piece steel set of ZX7 or ZX5 irons, 1149€ / 11999 SEK / 1259 CHF for an 6-piece graphite set.

ZX Utility Irons will be launched in Continental Europe in January 2021.

For high-resolution images, the ZX Irons Product Manual, and other assets:

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[CLICK HERE FOR IRONS](#)

For more detailed information on the entire ZX Series, please visit [Srixoneurope.com](http://Srixoneurope.com)



### ABOUT Srixon®:

Based in Huntington Beach, CA, Srixon®, is part of the Sumitomo Rubber Industries, Ltd. family and enjoys a strong presence on competitive tours worldwide. The professional sta includes players such as Hideki Matsuyama, Graeme McDowell, Keegan Bradley, Inbee Park, as well as many others. Srixon®, with more than 80 years of golf ball manufacturing experience, is committed to providing "Tour-proven, premium golf equipment to passionate golfers seeking to improve their performance while enhancing their experience playing the game of golf." For more information, please contact James Lovett or visit [srixoneurope.com](http://srixoneurope.com).