

PRESS RELEASE

MCA GOLF

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FOR IMMEDIATE RELEASE

MCA GOLF Invites Players to Experience “Maximum Velocity” With FUBUKI™ MV-Series

Carlsbad, CA – (June 20, 2019) – Mitsubishi Chemical’s new FUBUKI™ MV composite metal woods shafts promise to help players achieve “Maximum Velocity” and fight the fade to produce a longer, straighter – even slightly drawn ball flight.

“The biggest challenge to playing a lightweight shaft – something under 60g – is that it can make it difficult to turn through the ball effectively, especially with driver” says Mark Gunther, Vice President of Sales and Marketing for MCA GOLF. “It can force the player to settle for a distance-sapping fade. This effect gets magnified the lighter you go, so a 40g shaft becomes even more likely to fade than a 50g. But FUBUKI™ MV is uniquely engineered to counter this tendency.”

FUBUKI™ MV eliminates the sacrifice by combining an incredibly light and strong Maximum Velocity core structure with Straight Flight Weighting (SFW) technology. During the production process, tungsten powder is incorporated directly into the shaft at a precise location just in front of the player’s hands. This focused point of increased density helps build the swing momentum needed to make a full turn, providing a fast-swinging, lightweight feel that still promotes a powerful move through the ball.

Available in a lightweight 45g and an ultra-lightweight 39g version, FUBUKI™ MV-Series are ideal for anyone looking to get maximum distance from an easy-launching lightweight shaft, while promoting straighter/slight draw ball flight. They are great for the moderate swing speed player.

FUBUKI™ MV-Series shafts are available through MCA GOLF authorized retailers and dealers nationwide, with a suggested retail price of \$300.00 USD.

Weights and Flexes:

FUBUKI™ MV-Series 39 (L Flex)

FUBUKI™ MV-Series 45 (A, R, S Flex)

Profile:

Mid/High Launch and Mid Spin

Technologies Featured:**STRAIGHT FLIGHT WEIGHTING (SFW)**

Straight Flight Weighting (SFW) is designed to counter the tendency with lightweight shafts (under 60g) to lose distance to a faded ball flight. To create SFW, tungsten powder is incorporated directly into the prepreg at a precise location just in front of the player's hands. This focused point of increased density helps build the swing momentum need for a full turn – producing longer, straighter/slightly drawn ball flight.

MAXIMUM VELOCITY (MV) CORE STRUCTURE

Weighing as little as 35g, the Maximum Velocity (MV) core delivers outstanding durability thanks to the strength of its MCA manufactured carbon fibers and a proprietary resin system used to bind the prepreg with minimal added weight. This combination of weight and strength is only made possible through MCA's fully vertically integrated production process.

ABOUT US

MCA GOLF, INC. is a wholly owned subsidiary of Mitsubishi Chemical Holdings Corporation dedicated to designing and developing high performance composite golf shafts for discerning golfers everywhere. MCA GOLF, INC. leverages its own resources and raw materials through vertical integration, which gives it a competitive advantage. Over the years, it has been a leading supplier of premium composite golf shafts worldwide. With many of the world's best players using its golf shafts, MCA GOLF, INC. has established itself as a dominant force in the golf industry.

For additional information, please contact:

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