

# PRESS RELEASE

**MCA GOLF**

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FOR IMMEDIATE RELEASE

## **MCA GOLF, INC. Unveils TENSEI™ AV Blue Series**

Carlsbad, CA - (September 1, 2018) - MCA GOLF, INC. has introduced the TENSEI™ AV Blue Series for woods. Based off the TENSEI™ CK Blue profile, it incorporates a new material -- Aluminum Vapor (AV) Coated Fiber -- in the butt-section that adds stability and helps achieve the desired EI target and stiffness. The new series is slightly lighter throughout, with lower torque. The AV weave is tighter and thinner, to help prevent shaft ovaling and improve energy transfer. The lightest of the three weight options also incorporates the Straight Flight Weighting (SFW) system that helps golfers turn the club over easier through impact, which in turn straightens a slight fade or promotes a slight draw.

“This is the first generation in a new series of TENSEI™ products,” says Mark Gunther, Vice President of Sales and Marketing for MCA GOLF. “It’s a mid-launch profile. And for the first time we are incorporating a new woven material made up of AV Coated Fibers. The end result is a tighter, stronger weave designed to enhance shaft stability and minimize impact on the shaft’s butt diameter and overall weight. We’re pushing the envelope with the application of new materials when it comes to the TENSEI™ brand, and are confident that this new shaft represents a notable evolution in the Series.”

This new shaft features several key technologies:

### **Aluminum Vapor (AV) Deposited Fiber**

Inside a vacuum-sealed chamber, the fiber is coated with aluminum vapor. This AV fiber adds stability, to help achieve the desired EI target. And the weave is tighter and thinner than the previous CK material, which helps prevent shaft ovaling.

### **Low Resin Content (L.R.C.) Prepreg**

With up to 15% more carbon fiber and 13% less resin than traditional prepregs, L.R.C. allows us to create a higher density of carbon fibers without adding weight. The result: More strength with enhanced feel.

### **Straight Flight Weighting (55-gram version only)**

The Straight Flight Weighting (SFW) system improves ball flight. As a shaft gets lighter, it becomes more difficult for the golfer to square the clubface or turn the club over through impact, especially a driver. The effect becomes noticeable with shafts weighing less than 60 grams. Thus, SFW is designed to help the golfer turn the club over easier through impact, which in turn straightens a slight fade or promotes a slight draw. A short section of tungsten-weighted prepreg is precisely placed under the lower end of the shaft’s grip area, to produce the effect.

### **Ultra Lightweight Materials**

Our expertise from creating thousands of combinations of carbon fiber and resin lets us produce unique materials that deliver exactly what our engineers need to make ultra lightweight, high-performance shafts.

### **Who It's Best For**

For players wanting mid-launch and mid-low spin, through a mid-stiff tip bend profile that offers enhanced control and stability.

### **Pricing and Availability**

The TENSEI™ AV Blue Series is available through MCA GOLF authorized retailers and dealers nationwide, with a suggested retail price of \$300 USD.

It's offered in the following weights and flexes:

**TENSEI™ AV Blue with SFW 55 (A, R, S, X)**

**TENSEI™ AV Blue 65 (R, S, X, TX)**

**TENSEI™ AV Blue 75 (S, X, TX)**

### **About MCA GOLF**

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

### **For additional information please contact:**

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