

# Press Release

 MITSUBISHI RAYON / GRAPHITE SHAFTS

5441 Avenida Encinas, Suite B

Carlsbad, CA 92008

Phone: 760.929.0001

Fax: 760.929.1283

mrc-golf.com

FOR IMMEDIATE RELEASE

## **MRC GOLF, INC. Debuts Next-Generation KURO KAGE™ Silver Featuring Dual-Core TiNi Wire**

Carlsbad, CA - (November 11, 2016) - Building on the success of the KURO KAGE™ franchise, MRC GOLF, INC. is preparing to introduce the next generation KURO KAGE™ Silver with Dual-Core TiNi technology in the tip section.

Featuring both an “outer” and “inner” wall of Titanium Nickel (TiNi) Wire in the tip-section of the shaft, this new series is designed to deliver even more stability, power and control than its predecessor. The elastic nature of the Titanium Nickel (TiNi) Wire also provides outstanding feedback and feel.

KURO KAGE™ Silver with Dual-Core TiNi Wire’s “classic”, smooth, mid launch and mid/low spin, bend profile is extremely versatile and will be available in 50, 60, 70 and 80-gram weight offerings. It features the same technologically advanced Low Resin Content (L.R.C.) prepreg as the original KURO KAGE™ Silver Series - which utilizes up to 15 percent more carbon fiber and significantly less resin (20% vs. 33%) than standard prepreg, and has fewer gaps and voids than traditional prepreps. LRC prepreg enhanced with TiNi Wire creates even more consistent performance, increased stability and a better feel at impact.

“The KURO KAGE™ Silver Dual-Core TiNi Series features the same “smooth” bend profile as its predecessor,” says Mark Gunther, Vice President of Sales and Marketing for MRC GOLF. “We’ve taken performance feedback from players all around the globe and found a new way to deliver increased control and stability at impact by adding a second layer of TiNi Wire to create the Dual-Core TiNi Tip technology.”

### **Dual-Core TiNi Wire**

Titanium Nickel (TiNi) Wire is a premium elastic wire that immediately springs back to its original shape when stretched. By placing a double layer of TiNi Wire (Dual-Core TiNi) in the tip-section of the shaft we can further increase the strength and stability at impact, and deliver tighter shot dispersion.

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

Our Low Resin Content (L.R.C.) prepreg, with up to 15% more carbon fiber and 13% less resin than traditional prepreps allows us to create a higher density of carbon fibers without adding additional weight. The Result: Added strength with enhanced feel.

**Who It's Best For**

Players who are looking for a “smooth”, balanced profile, with control and shot-making capabilities. The integration of the Dual-Core TiNi Wire technology makes it an extremely versatile series that can meet the demands of a wide range of players.

**Pricing and Availability**

The KURO KAGE™ Silver with Dual-Core TiNi Wire will be available through MRC GOLF authorized retailers and dealers nationwide beginning January 2017, with a suggested retail price of \$300 USD.

The shaft, for woods, is offered in the following weights and flexes:

KURO KAGE™ Silver Dual-Core TiNi 50 Series (R, S, X,)

KURO KAGE™ Silver Dual-Core TiNi 60 Series (R, S, X)

KURO KAGE™ Silver Dual-Core TiNi 70 Series (S, X)

KURO KAGE™ Silver Dual-Core TiNi 80 Series (X)

**About MRC GOLF**

MRC 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. MRC GOLF leverages their own resources and raw materials (vertical integration), which gives them a competitive advantage. Over the years, MRC 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, MRC GOLF has established itself as a dominant force in the golf industry.

**For additional information please contact:**

Stacey Benvenuto

Brand Marketing/PGA TOUR Representative

MRC GOLF, INC.

Email: [stacey.benvenuto@mrc-golf.com](mailto:stacey.benvenuto@mrc-golf.com)