

Miura Golf Now Offers Fully Assembled Custom Clubs Direct to Consumers through Innovative New Website

Golfers who appreciate the finest handmade clubs can purchase irons directly from the storied, family-run club maker.

Scottsdale, Arizona (December 4, 2018)– Legendary club maker Miura Golf announced that it now offers fully assembled premium golf clubs directly to golfers from its website, miuragolf.com. Miura’s groundbreaking new e-commerce platform, launched over Thanksgiving weekend, allows golfers to pair Miura’s highest quality forged steel club heads with matching shafts and grips from some of the game’s top manufacturers for a custom built set of clubs.

This is the first time in its illustrious history that Miura has sold fully assembled golf clubs directly to consumers.

Through an intuitive custom design interface on the Miura website, golfers can build an entire set of eight to ten handcrafted driving irons, irons, wedges and putters. Miura offers seven types of irons that can be custom designed for dexterity, flexibility and feel. The new website offers the golfer guided access to the masterful artistry and technique behind the Miura experience. Precise adjustments to the loft, lie, weight, and design of a set of Miura clubs creates a seamless transition from long to middle to short irons, which has long been a trademark of the storied brand.

“We are committed to introducing more golfers to the pure pleasure of hitting a Miura club that has been handcrafted to engineered perfection,” said Miura Golf President Hoyt McGarity. “With this new feature, it has never been easier to treat your game to the finest constructed clubs the world has to offer straight from the source at miuragolf.com.”

The easy-to-use new interface guides golfers through every step of customization: Miura club heads come in three distinct finishes and can be matched with seven loft options, 18 different shafts and 14 grips to produce a set of clubs that is truly fully customized. Customers can also acquire custom-designed individual clubs from the MC-501, IC-601, Tour Wedge and Wedge Series lines, as well as Passing Point Neo hybrids and KM-007 and KM-009 putters. Golfers can also visit miuragolf.com to purchase Miura bags, shirts, hats, travel gear and accessories.

This announcement is the manufacturer’s latest move to bring the legendary feel and meticulous craftsmanship of the Miura family’s proprietary design process to golfers at every level of skill. It follows the launch of the IC-601 series in June, whose

inner cavity design offers more forgiveness and a larger sweet spot for mid-range handicaps.

“To experience Miura firsthand, we’re thrilled to offer more accessibility to our products,” says Jason Rutkoski, executive vice president of Miura Golf. “As we’ve continued to grow our dealer network and build our brand, we recognized that access to an authorized retailer isn’t always as convenient as we would like it to be for our customers. Now golfers can either visit one of our worldwide dealers or shop directly at miuragolf.com.”

Since its inception, Miura has traditionally only offered its individually made forged steel club heads to select boutique dealers, who then assemble the clubs and sell to the public. Miura has worldwide distribution of its club heads at club fitting studios on five continents. A list of authorized club fitters can be found on miuragolf.com.

About Miura Golf

Miura Golf makes the world’s finest forged golf clubs, which are designed and manufactured by the Miura family in their factory in Himeji, Japan. The entire family works hands-on in the factory and continues to carry on the Miura legacy.

World-renowned craftsman Katsuhiko Miura began hand-crafting and grinding irons in 1957, and has created one of the most-respected brands in the golf industry. Miura’s endless quest for the perfect club has brought to the world more than 10 product series, a number that grows as the next generation of the Miura family – led by sons Shinei and Yoshitaka – continue their meticulous refinement and evolution of product lines. Each club is individually handcrafted and will never be mass produced, as generations of steel-making skill and passion brings to us the world’s-finest golf clubs.

About 8AM Golf

Miura Golf is part of the 8AM Golf family. 8AM Golf was created by golf entrepreneur and philanthropist Howard Milstein, as the holding company that oversees his golf companies—all of which help golfers at every level enjoy the game more. In addition to Miura, other 8AM Golf companies include the [Nicklaus Companies](#) (in partnership with Hall of Fame golfer Jack Nicklaus), GOLF Magazine and the [GOLF.com](#) website, [True Spec Golf](#), a brand-agnostic club-fitting company that has fit more than 30,000 golfers worldwide, and [GolfLogix](#), the most-downloaded GPS app in golf.

###

Contact:

PRCG

(212) 683-8100

Isaac Benjamin: ibenjamin@prcg.com

Jim Haggerty: jhaggerty@prcg.com