



## **Miura Golf Announces Abraham Ancer As Its First PGA Tour Ambassador**

*Unique partnership with Miura comes as Mexico's rising golf star joins in forming Dead Solid Perfect (DSP) Golf Mexico, the official distributor of Miura Golf in Mexico*

SCOTTSDALE, Ariz. (Feb. 21, 2019) -- Miura Golf today introduced Mexico's Abraham Ancer as the first PGA Tour Ambassador in the legendary brand's history. In conjunction with this unique partnership with Miura, Ancer — a rising star on the PGA Tour — has joined with two prominent entrepreneurs to form Dead Solid Perfect (DSP) Golf Mexico, which will become the official distributor of Miura Golf in Mexico.



Ancer and Miura launch their new relationship as the PGA Tour arrives in Ancer's home country for the WGC-Mexico Championship, beginning today at Club de Golf Chapultepec and continuing through February 24th.

Ancer, currently ranked 61 in the Official World Golf Ranking (OWGR), has played Miura clubs since 2017. Last month, *GolfWRX* tapped the 27-year-old as most likely ["to get his maiden win on Tour in 2019."](#) As PGA Tour Ambassador, he will work directly with the Miura family in Himeji, Japan to craft his custom-designed forged irons, and will don the trademarked Miura hat at tour events.

In selecting its inaugural PGA Tour Ambassador, Miura has established an unprecedented relationship with Ancer, the 2018 Emirates Australian Open winner. Ancer and Master fitter Genaro Davila — who originally fit Ancer for Miura clubs two years ago — have teamed up with entrepreneur Gerardo Benavides to form DSP Golf Mexico. The agreement between Miura and DSP Golf Mexico will further Miura's reach throughout Mexico. Based in Monclova, Coahuila, DSP Golf Mexico features a professionally staffed fitting studio and club assembly facility with the full line of Miura products.

"This is a first for Miura and it was important to us that this partnership transcend the traditional sponsorship model," said Hoyt McGarity, President of Miura Golf. "Abraham is the perfect partner to grow Miura's presence on and off the course. As one of the most successful Mexican golfers ever, his personal investment in Miura is the strongest endorsement as we increase our operations in Mexico and other parts of the world."

"I switched to Miura irons well before any partnership; I just wanted to play the best forged irons available," Ancer said. "I am honored to represent Miura and look forward to introducing Miura to the Mexican market."

The partnership with DSP Golf Mexico is the latest milestone in an international campaign to introduce the greater golfing community to the meticulous craftsmanship of Miura. The brand has scaled its international network, now with four exclusive distributors and over 200 authorized dealers on five continents. Golfers can find the closest authorized club fitter or order fully-assembled clubs directly from the manufacturer at [www.miuragolf.com](http://www.miuragolf.com).

Golf industry professionals in Mexico who are interested in becoming a Miura authorized dealer can contact Genaro Davila at [gd@dspgfit.com](mailto:gd@dspgfit.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 Katsuhiro 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 bring 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.

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