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# Titleist Introduces New 620 CB and MB Irons With Tour-Refined Shaping and Pure Forged Feel

*New Titleist Blades Available For Fittings Beginning Aug. 8*

*FAIRHAVEN, Mass. (Aug. 6, 2019)* – For the purists and the shotmakers, the **new Titleist 620 CB and MB irons** carry on Titleist’s legacy of delivering tour-proven shot control and unmatched feel in precise cavity back and muscle back forgings.

**Available for fittings beginning Aug. 8** (and in golf shops Aug. 30), 620 CB and MB have been refined based on tour player feedback with improved shaping and even smoother turf interaction.

The new 620 CB and MB designs feature progressive blade lengths, with compact short irons progressing into slightly larger blade lengths at the long end of the set. The profiles of 620 CB and MB have also been matched to make for seamless transitions for the growing number of players with mixed CB and MB sets.

“The ‘600’ designation is a nod back to our original 600 series of forged blades from the early-to mid-2000’s,” said Josh Talge, Vice President, Titleist Golf Club Marketing. “These designs are an important part of our company’s heritage, as they proved that Titleist knew how to make the best irons for the best ball strikers in the world.”

## **FREE TRIAL & FITTINGS**

Beginning Aug. 8, golfers can experience the performance of new 620 irons by attending a **Titleist Fitting and Trial event** (including **Titleist Thursdays**), being held at hundreds of locations nationwide. To find an event, or book a free iron fitting with a Titleist Product Specialist, golfers can visit <https://www.titleist.com/fitting/appointments>.

## CB PERFORMANCE & TECHNOLOGY

620 CB provides playability and precision – plus a boost in long iron performance – in a classic player's shape and feel.

- **Modern cavity back design** delivers tour-proven trajectory and shotmaking with pure forged feel.
- **Progressive blade lengths** with thinner top lines offer player-preferred shaping from long to short irons.
- **Reduced offset** enhances workability and shot control.
- **Co-forged high-density tungsten** in the 3- and 4-irons maximizes ball speed and forgiveness for more consistent long iron performance.
- **New matched profile** creates seamless transition in mixed CB and MB sets.
- **Tour preferred sole** with added improves performance and feel through the turf.



“Our ability to use co-forged high-density tungsten in such a compact blade size like 620 CB is extremely powerful, especially at the long end of the set where players need the most help with launch and forgiveness,” said Marni Ines, Director, Titleist Irons Development. “We’ve seen many MB players gravitate toward mixed sets particularly because that combination of performance and workability in the CB 3- and 4- irons is so compelling. At the same time, with mixed sets becoming so common, we matched the profiles and blade lengths of 620 CB and MB so that players can start blending at any point in the set without making any sacrifices.”

## **MB PERFORMANCE & TECHNOLOGY**

620 MB is a modern muscle back designed for precision shotmaking – with the look and feel demanded by the golfing purist.

- **Advanced muscle-back design** delivers tour-proven flight with maximum shot and trajectory control.
- **Progressive blade lengths** offer player-preferred shaping from long to short irons.
- **Reduced offset** enhances workability and shot control.
- **New matched profile** creates seamless transition in mixed CB and MB sets.
- **Tour-preferred MB sole** offers smoother and more efficient turf interaction.
- **One-piece forging** from 1025 carbon steel delivers the purest feel at impact.
- **Clean, brushed chrome** finish features only one graphic – the Titleist script.



“The performance of Titleist MB’s is so tried and true that when we ask players for feedback, many of them just want to talk about the aesthetics,” Talge said. “One request we started to hear over and over from both pros and amateurs was to make MB as clean as possible. Really the only way to do that was to remove any ‘MB’ graphic, leaving only the Titleist script on the back of the club head. MB players know what an MB is, so that’s what we did. It’s a simply stunning result.”

**620 ON TOUR**

Following their tour debut at the U.S. Open, 620 CB and MB irons have already become two of the most played models on the PGA Tour. **Webb Simpson** (MB), **Jimmy Walker** (MB), **Charles Howell III** (CB), **Patton Kizzire** (CB/MB), **Byeong-Hun An** (CB/MB), **Max Homa** (MB) and **Lucas Bjerregaard** (CB) are among the growing number of players who have put 620 CB and/or MB irons immediately in play.

## 620 STOCK SHAFTS

- **CB: True Temper Project X LZ** | Mid launch, low spin | 120g
- **MB: True Temper Project X** | Low launch, low spin | 120g
- Graphite: **Mitsubishi MCA Tensei White AM2** | Low launch, low spin | 94-108g (2g per club)

In addition, Titleist offers an industry-leading number of custom shaft choices, many at no upcharge.

## 620 AVAILABILITY

New Titleist 620 irons will be available in golf shops worldwide beginning Aug. 30, with fittings beginning Aug. 8.

- Steel: MAP \$175 per club (\$1399/set of 8)
- Graphite: MAP \$187.50 per club (\$1,499 /set of 8)

## ON THE WEB

[www.titleist.com/golf-clubs/golf-irons](http://www.titleist.com/golf-clubs/golf-irons)

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