



Miura Golf CB-501 Irons **When Iron Design Meets Golf Opportunity**

In my many visits to our Miura Golf factory in Himeji, Japan, I have had pretty much had free run of the place. In all my explorations, I have never seen a drawing board. Reason is simple: it's not necessary. The designs start in Mr. Miura's mind, and mature as he shares them with other experts in the company.

Oh, there are drawings. I've seen fascinating sketches fly from the fingers of Bill Holowaty, our vice president of product engineering, as we all gather around the table in the conference room upstairs. Mr. Miura will nod; his son Shinei will draw in a line to suggest an enhancement; his other son Yoshitaka will show, by a hand motion, how a careful grind on the heel will improve the turf travel.

And so a golf club comes to life. This free-wheeling but careful creation process has led to many outstanding irons, such as our CB-501, at the moment one of our most popular cavity backs. Mr. Miura figured that adding a discreet weight bar to the bottom of the cavity would raise the trajectory a bit compared to our CB-202, the 501's "sister" head. And it did, but not so much that the flight ballooned. That's when the Miuras knew they had something worth moving on with.

Mr. Miura always seems to have such ideas moving around in his head, combinations of innovation and the heritage of other models -- a sole idea from a club he made years ago, a new take on toe height from something one of his sons came up with. Many never get past the prototype stage. Those that do have been through a gauntlet of testing that may seem repetitive to the Western mind, but is the patient price of golf artistry to the Japanese way of thinking.

The result, in the case of the 501, is a forged club with all the technology advantages that a cavity and a well-honed sole can deliver -- all hidden from view in the hitting position by a top-line of svelte, simple beauty. That has been the key to the club's success -- it's not just a work of art, it's a useful one.

And a thing of beauty is indeed a joy forever, many golfers have found -- talking not just about their 501s, but also about the divots they carve, and the exciting ball flight of which those turf gems are evidence.

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