# HONMA and BUGATTI: Icons United by an Uncompromising Pursuit of Perfection

HONMA, the premium golf equipment and lifestyle brand, and Bugatti, the legendary hyper sports car manufacturer, have joined forces to unveil a cobranded golf club collection designed exclusively for this collaboration. Rooted in HONMA's philosophy of effortless control, this remarkable creation seamlessly merges ultimate craftsmanship with the grace of the sport, redefining the boundaries of luxury performance.

The two brands share a relentless pursuit of the perfect fusion of art and technology. Founded in Yokohama, Japan in 1958, HONMA relies on the hands of master artisans to achieve a level of precision and beauty that mass production could never reach. Bugatti, the century-old French hyper sports car legend founded in 1909, lives by the founding principle of Ettore Bugatti: "If comparable, it is no longer Bugatti." Speed and artistry coexist in every machine, elevating engineering into the ultimate expression of mechanical aesthetics.  It is precisely this shared obsession with delivering the absolute pinnacle of experience that has sparked such a landmark collaboration.

The collection comprises three lines: the BERES Super Premium Collection, the Tour World Premium Collection, and the Super Premium Bugatti Putter.

## BERES Super Premium Collection: Master Craftsmanship, Heirloom Luxury

When Bugatti's DNA is infused into the luxurious bloodline of BERES, speed and art come together to forge the BERES Super Premium Collection. Presented in 3 Star, 4 Star, and 5 Star, with the 5 Star strictly limited to just 20 sets worldwide, this set is carrying forward the luxury and artistry of BERES while drawing on the spirit of the Bugatti Tourbillon,

perfectly applying the aerodynamic principles used in the hypercars. Signature elements referring to the recognizable horseshoe grille and the legendary C-line as well as the newly developed Tourbillon instrument cluster are meticulously integrated into the clubhead architecture, making every detail a tribute to speed. The 3 Star and 4 Star are presented in an ice-blue finish, executed with the same two-tone paint technique as the Tourbillon's bodywork. With every swing, an elegant dialogue between speed and beauty gracefully unfolds in the palm of the hand.

## Tour World Premium Collection: Built to Win, Shaped by Speed

While the BERES Super Premium Collection stands as a collectible work of art, the Tour World Premium Collection is engineered as a track-focused Bugatti. Integrating the performance DNA of HONMA's professional TW777 line with Bugatti's iconic design language, this collection is meticulously crafted for players who demand absolute perfection. The driver leverages a titanium-carbon composite and a deep, low center of gravity to deliver exceptional ball speed and precise control. The irons combine precision milling with soft forging, offering ultimate forgiveness and a solid, confident feel at impact. This is more than a mechanical reimagining of performance; it translates the soul of a supercar onto the fairway, ensuring every swing is the ultimate distillation of power and aesthetics. High-precision CNC milling provides a delicate touch and a pure, crisp sound at impact. More than a reimagining of performance, this collection translates the precision of a Bugatti into every decisive swing.

## Super Premium Bugatti Putter: Hyper sports car on the Green

The Super Premium Bugatti Putter is available in two models: 4 Star and 5 Star. The overall shape of the putter head subtly references the rear profile of the Bugatti Tourbillon, while the sole draws its inspiration from Bugatti's signature tachometer - distilling the mechanical beauty of a hypercar into an exquisitely compact form. At address, the head contour evokes the flowing hood lines of a Bugatti hyper sports car, with the streamlined curves extending naturally through the sightline, endowing every putt with a strong sense of alignment and a refined, premium feel. The precision-milled head delivers superior feedback, working in harmony with the exclusive grip to create a deeply unified sensation in the hands. More than just a putter, this is a masterfully crafted piece that perfectly fuses function with sensibility - making every stroke on the green as precise and poised as a Bugatti car carving through a corner.

"Sport, performance, and wellbeing are part of the personal interests within the Bugatti customer lifestyle, and we are delighted to introduce a range of products that truly resonates with their passions. Crafted with an extraordinary level of refined precision and uncompromising technical perfection, these three HONMA x Bugatti collections perfectly echo the Bugatti design DNA and reflect the uncompromising standards shared by both brands. As leaders at the pinnacle of our respective categories, this partnership is a natural expression of our shared commitment to excellence, innovation, and timeless craftsmanship."

Wiebke Ståhl, Managing Director of Bugatti International

The HONMA x Bugatti BERES Super Premium Collection and the Super Premium Bugatti Putter will be officially launched globally on 16 June 2026. The Tour World Premium Collection will be available worldwide in late June 2026. The collections will be available at HONMA Golf's global directly operated stores, authorized dealers, and official online e-commerce platforms.

For product orders, please contact your local HONMA stores and authorized dealers:or visit.