

DUNLOP SPORTS AMERICAS RETURNS TO 2023 PGA SHOW

HUNTINGTON BEACH, Calif. (September 15, 2022) Dunlop Sports Americas® announced today plans to return to the [PGA Show](#) in Orlando, FL., Jan. 24-27, 2023.

Debuting their new global brand structure for the first time on the Orlando showroom floor, Dunlop Sports Americas plans to highlight their international scope and freshly united family of golf brands at the 2023 [PGA Show](#). The Show will serve as a critical opportunity to display how revamped branding under the Dunlop umbrella has coalesced and magnified the moment of the growing Srixon, Cleveland Golf, XXIO, and ASICS platforms.

As a longstanding anchor in the Equipment Hall of the global golf industry's annual [PGA Show](#), Srixon/Cleveland Golf/XXIO/ASICS will engage thousands of PGA Professionals and golf retailers across multiple exhibit, demonstration, and product testing areas inside the Orange County Convention Center. Their equipment will also be on display and available for use at the hitting bays and the short game practice facilities of the annual PGA Show Demo & Fitting Day at Orange County National Golf Center.

"We are excited to return to the PGA Show in 2023 to show support for the PGA of America and the thousands of PGA Professionals who help make the business of golf what it is today," said Mike Powell, President and COO of Dunlop Sports Americas. "All of our staff looks forward to showcasing our brands in person, while highlighting the new and exciting things we have planned for the upcoming year."

Srixon/Cleveland Golf/XXIO/ASICS are longtime supporters of the PGA of America and its more than 28,000 PGA Professionals as a PGA of America Golf Retirement Plus Supporting Partner, a sponsor of the national PGA Assistant Championship and 41 PGA Section Assistant Championships, the PGA Assistant of the Year award in all 41 PGA Sections, and a new supporting sponsor of the PGA Golf Management University Championship. During the 2023 PGA Show, Srixon/Cleveland Golf/XXIO/ASICS will again host a PGA Assistants Reception to foster networking and professional development among the next generation of PGA Professionals.

"We are excited for the return of Srixon/Cleveland Golf/XXIO/ASICS to the PGA Show," said PGA of America President Jim Richerson. "Their ongoing support of our Professionals, especially up-and-coming PGA Assistants and Associates, has been important to the career journey of many PGA Members. We appreciate their participation in the PGA Show and know that PGA Professionals value the opportunity to personally source and test their products and meet with their company leaders."

"The family of Srixon/Cleveland Golf/XXIO/ASICS brands has consistently offered a valued engagement for PGA Professionals and golf retailers at the PGA Show and we look forward to welcoming these important brands back to event," said PGA Golf Exhibitions Vice President Marc Simon. "Their activation plans for the 2023 PGA Show will showcase their latest technologies, innovations, and premium products, while connecting company leadership in person with industry professionals at all levels."

The [PGA Show](#), organized in partnership by the PGA of America and PGA Golf Exhibitions, will reunite the golf industry for the 70th edition of golf's longest running and largest global business gathering. Thousands of attending PGA Professionals, golf leaders, industry executives and retailers from around

the world will source new products from nearly 1,000 golf and golf lifestyle brands while attending high-level industry presentations, participating in education and career workshops, and connecting in person with peers and golf leaders to drive continued growth of the sport and the business of golf.