



FOR IMMEDIATE RELEASE

SpeedFlex Golf Shafts Announces Lightweight Graphite Shaft Technology with the Launch of the SpeedFlex 30G and 40G Series

A New Standard in Distance, Stability, and Performance — Powered by Proven UST Mamiya Engineering

FORTVILLE, IN — November 4, 2025 — SpeedFlex Golf Shafts, a wholly owned subsidiary of Northwestern Golf, Inc., today announced the introduction of the **SpeedFlex 30G (Driver)** and **SpeedFlex 40G (Fairway Wood)** graphite shaft series — two of the most advanced performance shafts ever featured in Northwestern's product lineup.

Originally developed by the world-class engineering and materials science team at UST Mamiya as part of a proprietary research project later archived under the ATTAS line, the SpeedFlex series represents a proven combination of distance, control, and responsive feedback that modern golfers demand.

"Thanks to the brilliant engineering and advanced materials expertise of UST Mamiya, SpeedFlex Golf Shafts is proud to introduce the **SpeedFlex 30G** and **40G** — a breakthrough in lightweight stability and distance," said Mike Morgan, President and CEO of Northwestern Golf, Inc. "Our independent testing has confirmed the exceptional performance characteristics of these shafts, including their smooth energy transfer, consistent feel, and optimized launch conditions for players across all swing speeds."

The **SpeedFlex 30G** and **SpeedFlex 40G** feature proprietary carbon-fiber layering and precise weight distribution, engineered for maximum energy return and responsiveness. Weighing in the mid-30-gram and mid-40-gram ranges respectively, these shafts deliver exceptional balance and control without sacrificing strength or durability.

“The SpeedFlex line demonstrates how performance engineering and craftsmanship can coexist beautifully,” said Joseph A. Altomonte, Chairman of the Board of Northwestern Golf, Inc. “Our collaboration with UST Mamiya allows us to offer golfers premium technology backed by decades of innovation. These shafts exemplify what Northwestern Golf stands for — performance, authenticity, quality, and value without compromise.”

Morgan also extended his appreciation to Andy Kerr, Vice President of UST Mamiya, for his leadership and support throughout the integration process.

“We want to personally thank Andy Kerr and the UST Mamiya organization for their belief in the SpeedFlex brand and in Northwestern Golf,” Morgan said. “Andy’s professionalism and commitment to excellence made this partnership possible, and we are proud to carry forward a proven design with a fresh purpose and identity.”

The **SpeedFlex 30G** and **SpeedFlex 40G** will be featured as an upgrade option for Northwestern’s current Thunderbird line and as a stock option in the upcoming 2026 Pro Series metal wood lineup. Both models will also be available for purchase as standalone shaft options for custom fitting and aftermarket applications.

Product availability is scheduled for late first quarter to early second quarter of 2026 through authorized Northwestern Golf retailers, fitting centers, and OEM partners.

About SpeedFlex Golf Shafts

SpeedFlex Golf Shafts, a wholly owned subsidiary of Northwestern Golf, Inc., is dedicated to the design and engineering of high-performance graphite shafts that push the boundaries of distance, feel, and consistency. In collaboration with global industry leaders such as UST Mamiya, SpeedFlex combines advanced materials science with precision manufacturing to deliver tour-caliber performance for golfers of all skill levels.

About Northwestern Golf, Inc.

Founded in 1929, Northwestern Golf is an American golf manufacturer headquartered in Fortville, Indiana. Once the world’s largest producer of golf clubs, Northwestern has reemerged as a leader in golf equipment innovation — blending its historic craftsmanship with next-generation engineering to deliver exceptional products defined by performance, quality, and value.

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