



## HISTORY

- 1977 - February: Company Established
  - Although Miura Giken was founded in 1977, Katsuhiro Miura had been involved with the manufacturing of irons since 1957
  - Miura Giken (manufacturing) began manufacturing soft carbon steel forged irons, including the beginnings of an OEM business, manufacturing on behalf of other equipment companies
- 1983 – March
  - As Miura name and reputation continued to grow it was necessary to increase capacity. This enabled the company to increase production and actively pursue OEM business
- 1990
  - Miura-san introduced the precision forging process in to his manufacturing. Believing the typically forging process was fundamentally flawed, Miura-san had a vision on how to improve the grain structure within the club head.
  - Miura Giken began to produce its own precision forged dies for the manufacturing of irons. This allowed the factory to take control of the process from start to finish
- 1991 – January
  - Created the forging division at the Miura factory. This allowed for the creation of the 14 step Miura manufacturing process.
  - Miura san was able to work with engineers to creating proprietary equipment and machines which would allow the factory to manipulate the grain structure within a club head. This included an additional strike in the forging process as well as the renown spin forging machine which attaches the hosel to the club head during the process.
  - Continued to develop OEM business and relationships. Ian Woosnam wins Masters Tournament using Maruman irons which were manufactured at the Miura factory.
- 1992 - March
  - Miura Giken releases its very first Miura stamped model. Called the Spirits Arms or Craftsman Spirit, this model was produced in very small production runs. The factory was continuing to produce on behalf of OEM companies in larger quantities. This meant there was little time to work on producing irons under their own brand.
  - Miura-san's number one son, Yoshitaka, joins the family business. He begins the pursuit of producing the perfect golf club. He is assigned the



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number two chair on the grinding line (the chair next to his father) which he will occupy on his way to becoming a Miura craftsman.

- 1994 September
  - The Miura Giken brand was born. For the first time, the Miura family was producing irons bearing their family name. Although continuing to produce clubs on behalf of many of the top equipment companies, Miura Giken was soon being recognized for their own designs with the clubs being sold at Golf specialty shops throughout Japan.
  - The Miura factory again produces irons which win the Masters Tournament once more. Again, it was on behalf of Maruman.
  - Shinei Miura, number two son, enters company and family business, joining his Father and brother and ultimately securing the legacy of the Miura factory. Shinei oversees forging section of factory. This includes first strike thru the proprietary spin welding process.
- 1996 – January
  - Started rough forging relationship with Tada Company. This allows Miura Giken to improve tolerances achieved during the forging process
- 1997
  - As business continue to thrive, Miura Giken invested in a new factory and moved production to the location where the factory is located today.
  - Being able to put forging and finishing areas at the same location allowed Miura Giken to increase production capacity. This included relationships with OEM's as well as increasing demand for Miura Giken products.
  - The Miura family has never commented on specifics with regard to the OEM relationships. Inquiries about specific models and production have consistently be referred to their OEM partners. Those partners have included Bridgestone, Cleveland, Hogan, Macgregor, Maruman, Nike, PRGR, TaylorMade, Titleist and Tommy Armour. Although specifics accomplishments are not documented, it is estimated that over 60 professional wins, including majors, have be attributed to irons manufactured at the Miura factory. The most celebrated among these were the TM T-300 which alone were responsible for 15 + victories
  - This is also the year which Yoshitaka Miura earned the distinction of overseeing all grinding and polishing done by the Miura factory. Specific to this was the challenge of working with the unique requests of Touring Professionals, including transitioning their feedback into real performance.
  - Shinei Miura absorbs role of production management. This vitally important role includes building relationships with Miura Giken's vendors, insuring



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that MG has access to the best raw materials. He also coordinates logistics, allowing Miura Giken to fulfill their orders in a timely matter.

- 2000 – July
  - Introduction of International models under the brand name Miura Golf
  - Pilot project introduces Miura name to North America and Europe
  - Miura Giken designs and manufactures irons for play outside Japan
  - Miura Golf has first PGA win with 2000 Ford Sr. Players Championship (Ray Floyd)
- 2004 – May
  - Miura Giken introduces the Miuraism brand to their lineup
    - Special limited production models which boast an extra level of customization
  - Moved much of the OEM production (finishing) to an agent outside Japan. Made the decision to focus more on their own brand and as such, limited their OEM work
  - Introduced the Miura Giken Tour Van. This operated until 2011. It allowed the Miura family to build the Miura brand and bring awareness of the Miura Giken company. The van toured Japan.
- 2004 – August
  - Miura Giken invests in CNC Milling technology. Technological advancements allow Miura Giken to enhance their product offerings.
- 2006
  - Yoshitaka and Shinei design and produce their first solo iron, the CB 1006. Along with this accomplishment, Yoshitaka assumes the role of plant general manager while Shinei not only oversees all plant operations, takes a leading role in research and development.
- 2007 – January
  - Miura Giken introduces the Passing Point brand to their stable of irons
    - Manufactures and designs irons which are suited to a wider range of golfers.
    - Passing Point has all the benefits of typical forged irons but with more forgiveness and design characteristics which allow golfers of all abilities to play irons made by Miura
    - In 2011, Ryan Moore won a PGA title playing the PP 9003 Straight Neck version
- 2009 – August



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- Miura Giken begins using 3D CAD CAM in design for manufacturing. This allows Miura to improve design capabilities and take advantage in advancements in technology.
- 2010 – October
  - Katsuhiko Miura recognizes the importance of his two sons, Yoshitaka and Shinei to the long term success of Miura.
  - Shinei Miura assumes role of President of Miura Giken and the responsibility of R&D, manufacturing and distribution
  - As is customary in Japan, Miura-san moves to Chairman of Miura Giken. Still involved with day to day operations and continues to occupy the number one chair on the grinding line.
- 2011 – March
  - Many businesses in Japan including the golf business are severely affected after typhoon in Sendai. Country mourns. Miura Giken focuses on Miura Golf opportunities throughout rest of world.
  - Shinei begins to push the limits of forged iron design giving consideration to all aspects of manufacturing. Paying close attention to advancements in manufacturing and materials, Miura Giken looks to improving on its already formidable reputation as an equipment company. Shinei initiates plans to expand the number of categories for irons available This will include the new mid sized forged iron with offset and a wider sole, PP 9003. He introduces the Passing Point brand to the Miura line up.
  - The factory's persistence is rewarded with two victories on the PGA Tour. It is well known that Miura does not pay for play, and two professionals, Ryan Moore and KJ Choi choose to trust their games to Miura irons.
- 2014 – April
  - Introduction of Miura Craftsman – a custom order option
  - Miura Craftsman allows dealers to provide custom options to loft, lie, head weight, paint fill, offset and bounce with select Miura Giken models.
- 2015
  - Miura begins R & D on advancements in manufacturing. Visits factories outside Japan with hopes of establishing manufacturing partnership for new design concepts. This will include incorporating Miura Gikens' forging with state-of-the-art casting technologies. Additionally, Shinei is able to produce designs that improve performance by using space age materials like 455 Carpenter steel.
- 2016



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- Shinei introduces the PP 9005 line of irons. With a Carpenter Steel face, the club is the longest, straightest and most forgiving iron ever manufactured by Miura Giken.
- 2017
  - Shinei and the entire Miura family and factory welcomes new investment in the global distribution in Miura Golf by Howard Millstein. The commitment to building the Miura brand worldwide will allow the Miura factory to focus on producing the world's finest irons, wedges and putters.
  - Miura Giken celebrates 40<sup>th</sup> Anniversary and celebrates by introducing a special edition model designed by Katsuhiko Miura.
  - Miura also introduces a line of accessories
- 2018 - January
  - For the first time, Miura exhibits on main floor at PGA Merchandise Show.
  - Introduces two new iron models, the MC 501 and the IC 601 along with the Tour Wedge, the first Miura wedge offered with CNC milled face and grooves.
  - Opens new corporate head office in Scottsdale, AZ
  - Miura Golf is inundated with requests from Professional Golfers as Miura irons begin to surface on major tours.
  - Success on all tours begins to accumulate, including
    - PGA Tour
      - #1 ranked Mexican National
    - Champions Tour
      - Including winner Stephen Ames
    - PGA Tour China
      - Including winner Motin Yeung
    - Mackenzie Tour
      - Including winner Charlie Bull
    - LPGA Tour
      - Ruixin Liu (3 time winner on Symetra Tour)
    - LET Tour
      - Miura ambassador Sarah Kemp
- 2018 - November
  - Miura Golf offers fully assembled custom clubs direct to consumers through new website – for the first time in its rich history. Golfers can now use Miura's e-commerce platform to design and purchase a custom-build set of clubs by pairing Miura's forged steel club heads with shafts and grips from some of the game's top manufacturers.