

NORTHWESTERN



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**NORTHWESTERN RETURNS! ICONIC GOLF BRAND MAKES A TRIUMPHANT
RELAUNCH AT THE 2025 PGA SHOW IN ORLANDO, FL, JANUARY 21 - 24**
Famed Thunderbird Clubs Reimagined for the Modern Golfer with Cutting-Edge Technology

Granville, Ohio (January 6, 2024) – NORTHWESTERN, a name synonymous with making golf accessible to generations of players, is set to reclaim its place in the spotlight with a highly anticipated relaunch at the 2025 PGA Show. From January 21 - 24 in Orlando, NORTHWESTERN will debut reimagined versions of its iconic Thunderbird clubs, alongside a range of new products designed to bring modern performance to golfers of all skill levels.

Founded in 1929 by Nat Rasasco Sr., NORTHWESTERN was a trusted name in golf from the 1940s through the 1980s, known for delivering high-quality, affordable clubs to the masses. Today, with a fresh vision and state-of-the-art technology, the brand is reintroducing its hallmark Thunderbird clubs, available in Men's, Women's, and Seniors' sets. Designed by renowned master club designer Jeff Sheets, the Thunderbird clubs combine timeless craftsmanship with advanced engineering. Over twenty-five mathematical calculations contributed to the development of each club, incorporating precise center-of-gravity adjustments to create what the brand calls the "perfect club for the imperfect golfer."

In addition to the Thunderbird line, NORTHWESTERN will also unveil new Talon SS Boxed Set — a complete package including clubs and a bag, available in Men's, Women's, and Seniors' configurations — as well as an innovative and affordable rental club program aimed at public courses.

"NORTHWESTERN isn't just a brand; it's a legacy, and we've brought it back to life better than ever," said Mike Morgan, CEO of NORTHWESTERN. "Generations of golfers learned the game with Thunderbird clubs in hand. Our relaunch isn't just about honoring that history — it's about writing a new chapter, with innovations designed to make the game more accessible and enjoyable for all. The PGA Show is the ultimate stage for us to introduce our next generation of products to the next generation of golfers. I can't begin to express how excited we are to share them with the golf community."

The PGA Show, organized by Reed Exhibitions (RX) and the PGA of America, is the longest-running and largest global gathering for the business of golf. PGA of America Golf Professionals and industry leaders form a dynamic international community to source and test the game's latest innovations, learn proven business solutions from industry experts, develop skills and connections to further their career, create additional value for facilities, build their individual business and drive continued growth of the sport. The PGA Show returns to Orlando, Jan. 21-24, 2025. The event remains a trade-only event, not open to the public. Visit [PGAShow.com](https://www.pgashow.com) for event details and industry-only registration.

About NORTHWESTERN

Founded in 1929 by Nat Rasasco Sr., NORTHWESTERN was one of the largest golf club manufacturers from the 1940s through the 1980s, renowned for pioneering innovations such as stainless steel irons and the "Power Kick" driver. Relaunched in 2024, NORTHWESTERN remains committed to delivering affordable, innovative clubs for the average golfer. The current product lineup includes:

- **Thunderbird Club Line:** Metals and irons featuring Speedflex shaft technology and advanced design for optimal performance.
- **Talon SS Boxed Set:** A complete set of clubs with a bag, ideal for golfers seeking quality and convenience.
- **Rental Club Program:** Affordable and travel-friendly solutions for public courses.

To learn more, visit [Northwesterngolf.net](https://northwesterngolf.net) and follow NORTHWESTERN on [Instagram](https://www.instagram.com/northwesterngolf) and [Facebook](https://www.facebook.com/northwesterngolf).

About PGA Golf Exhibitions

The [PGA Show](https://www.pgashow.com) and [PGA Buying Summit](https://www.pgashow.com) - Frisco are organized by PGA Golf Exhibitions (part of RX) and the PGA of America. Since its inception in 1954, the [PGA Show](https://www.pgashow.com) has grown into the largest annual business event for the global golf industry. Both the [PGA Show](https://www.pgashow.com) and the mid-season [PGA Buying Summit](https://www.pgashow.com) drive the business of golf by providing opportunities to showcase and source innovative products, develop professional networks, learn new business strategies, and connect with peers and golf leaders. Learn more at [PGAShow.com](https://www.pgashow.com) and follow us on "X", [Instagram](https://www.instagram.com/northwesterngolf) and [Facebook](https://www.facebook.com/northwesterngolf).

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