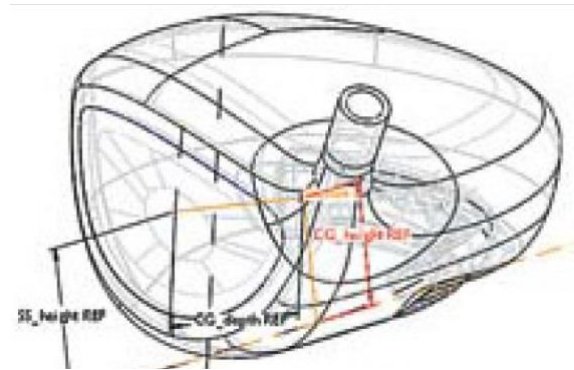
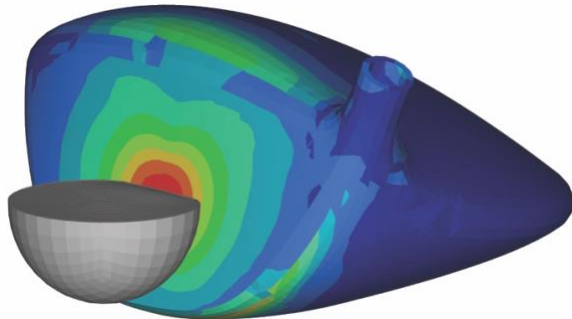


How Can You Best Benefit from the Latest Club Technology



Golf equipment manufacturers invest billions in designing and manufacturing clubs, balls, shoes, and other products that make golf more fun by making the game a little easier to play. However, improving your game may not be quite as simple as filling your shopping cart with the latest equipment at a big-box sporting goods store. We understand golfers have different reasons for continuing to play the game with an old bag of clubs, truth is golf should be enjoyed. If playing with the clubs your dad gave you decades ago has special meaning, then every swing should be enjoyed. However, if you like *keeping score*, playing with the same bag of sticks you used in high school means you are probably missing out on some of the fun. Golf technology has likely advanced several generations since the last time you were fitted for a new driver.

Apply the Latest Technology to Your Game

Surprisingly, from serious amateur golfers to America's weekend warriors, the average golfer across all age groups is not really hitting the ball farther or with more accuracy than in recent years. Let's assume

your interest in golf is to get away from the daily grind and post the best score for bragging rights at the 19th hole, then investing in new sticks is a no brainer. Once you are correctly fitted for the clubs you are swinging, you can count on more distance and fewer mishits. Moreover, not only have the materials changed over the last decade, but golfclub components have also improved significantly in the past three years. Today's driver is more aerodynamic, lighter, and stronger shafted with a more forgiving clubface to protect against those less-than perfect hits. That said, if the components you are swinging now are poorly matched to your swing specifics, it means you are hitting ill-fitted clubs regardless of how new or old the design.

Think about it. You could have the potential to swing like a pro (or senior professional golfer) but trying to play with ill-fitted clubs is causing you to hit yardage-robbing shots to the left or right of your target.

Eliminating mishits has always been key to playing the most competitive round of golf. But, before you spend money at a golf superstore on the latest technology, take time to understand how the new technology can be applied to help you overcome the shortcomings with your swing.

Once you've decided it's time to try something new do some research to understand what is marketing hype about what the latest clubs your favorite pro is playing, and what are real factors that would benefit you. Remember, those clubs the pros on TV are playing, are not the clubs you would buy from the OEM or the big box store. Next, it's time to get fit by a professional for your unique swing. At minimum you should know what your swing speed is, your ball speed, the smash factor and launch angles. Those data points are critical in selecting the right clubhead and shaft. It

is extremely frustrating to spend the money for a round of golf and not enjoy the experience just because your equipment is ill-fitted for your game. Custom fit equipment will make the golf more fun

Every manufacturer has access to space-age materials but getting distance and accuracy from a club requires precision engineering and attention to detail. With a resume that includes world championships, our fine-tuning product features include:

- New micro milling of the face to maximize spring effect on every driver's head.
- Maximum metal hardening for the fastest spring back in any driver ever made, including our own.
- New measuring process for exact lofting, face angle and lie angle specifications.
- Mechanized welding process to minimize weight and maximize long-term durability.

Since materials today are lighter and stronger, drivers and irons can be much bigger than they were in generations past. The USGA allows drivers to measure a maximum of 460 cubic centimeters (similar to previous years) but today's driver can weigh 50 grams less.

Some golfers find it difficult to hit fairway metals while others curse their irons. Problem is most golfers simply do not have the time or energy to practice with a bag full of clubs that don't appear to have a lot in common. Custom-fitted fairway woods, irons, drivers, and hybrids with precision manufactured components can make golf easier and more fun.

That way you are more likely to the time to hit the links or visit your local driving range. Swinging a well-fitted club gives you the launch angle and spin control you need to avoid paying a heavy penalty for a less-than-perfect contact. Whether you know the exact driver configuration you want or feel clueless selecting golf club components for your game, it only takes a few minutes to submit your swing details and get some help from a professional clubfitter. On the other hand, if you already know what you want and you are ready to get started, we can fit the components into your dream club.

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- Maximum Body Rigidity For Extreme Energy Transfer
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- High COR Technology*

*Only FORMULA FIRE X and FORMULA FIRE XX

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USGA CONFORMING
SWING SPEED RANGE 105mph and HIGHER

FORMULA FIRE X
HIGH COR - 340 CT
SWING SPEED RANGE 105mph - 85mph

FORMULA FIRE XX
SUPER HIGH COR
400 CT
SWING SPEED RANGE 85 mph and SLOWER

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It's Time to Rethink Your Bag. The Age of Hybrids is Over.

3+ Wood 11 Degrees	3 Wood 15 Degrees	5 Wood 19 Degrees	7 Wood 23 Degrees	9 Wood 27 Degrees	11 Wood 31 Degrees	13 Wood 35 Degrees	15 Wood 39 Degrees
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Introducing the Highest Performing, Easiest to Hit and Super High COR/CT FIRE Fairway Woods.

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