

the  
**BACKSPIN**  
**BIRDIE**



FEBRUARY 2016



# Bridgestone

## JGR Hybrid Forged Iron

### Q&A with Josh Kinchen, Bridgestone's Golf Club Marketing Manager

#### How will the JGR Hybrid Forged Iron make the game easier — more enjoyable for the consumer?

JGR Hybrid Forged Irons feature 3 key technologies to make the game easier and more enjoyable for their end-users:

##### Low & Deep CoG

Featuring the lowest and deepest center of gravity of any forged iron on the market that we know of, JGR Hybrid Forged irons launch incredibly high and are extremely forgiving.

##### Ultimate Strong Metal 2.0 Face

Thin face design (1.5mm thin) forged from a proprietary metal alloy with high tensile and yield strength provide for increased repulsion, trampoline effect and distance.

##### Turbo Rubber Insert

Rubber insert placed strategically behind impact area further enhances the soft feel of the irons through improved vibration dampening

The combination of these technologies make JGR Hybrid Forged Irons Bridgestone's most forgiving irons ever. In the past if golfers wanted a forgiving club, it had to be cast. The new JGR Hybrid Forged irons create a new category of iron = forgiving, super game improvement frame with the incredible soft, buttery feel of forged golf clubs.

##### How long was it in research and development?

JGR Hybrid Forged Irons were in development for approximately 4 years before their launch.

##### What were the project goals?

The goal from the start was to make the JGR Hybrid Forged irons Bridgestone's most forgiving iron set ever. With our wide flange design and extremely low and deep CoG, the JGR Hybrid Forged irons have achieved that task.

##### What PGA and LPGA Tour players are/will be using it?

JGR Hybrid Forged Irons are aimed at higher handicap amateurs and are not expected to be used on any professional tours.



### JGR HYBRID FORGED IRON VIDEO

#### Do you have feedback or comments from Tour players?

Just for fun, at Bridgestone's annual advertising shoot Brandt Snedeker hit his J15 Cavity Back 7 iron and the new JGR Hybrid Forged 7 iron in a head-to-head comparison. Snedeker picked up an amazing 22 yds of additional distance — talk about hot!

#### When does the product hit the marketplace (par date)?

March 4, 2016

#### What is the Map/Street Price?

6 piece 6-PW2 sets (6i, 7i, 8i, 9i, PW, PW2) are available in both steel (\$699) and graphite (\$749) options.

#### Is there any other information you can share that you believe a consumer might find interesting?

The new JGR Hybrid Forged Irons are Bridgestone's longest and most forgiving set ever. With its wide flange design and low and deep center of gravity, Bridgestone was able to increase distance while maintaining traditional launch and landing angles that players demand. Amateur golfers will get more distance than ever, while maintaining traditional iron trajectories, apexes and spin rates.

# Bridgestone JGR Hybrid

## **Q&A with Josh Kinchen,** *Bridgestone's Golf Club Marketing Manager*

### **How will it make the game easier — more enjoyable for the consumer?**

JGR Hybrids feature 3 key technologies to make the game easier and more enjoyable for their end-users:

#### **F.A.S.T. Crown (Flex Action Speed Technology)**

Flexible crown provides higher launch angles and increased repulsion for maximum ball speeds.

#### **speedDARC**

Two internal arc-shaped ridges provide increased sole rigidity and a more stable base for F.A.S.T. crown to flex against, making JGR Hybrid Bridgestone's fastest hybrid ever!

#### **Spin Control Technology**

Adjustable sole weight allows user to change center of gravity location to control desired spin and trajectory.

The combination of these technologies allow JGR Hybrids to launch extremely high with increased spin and stopping power on the green providing some much needed assistance on the types of shots that most amateurs struggle with.

### **How long was it in research and development?**

JGR Hybrids were in development for approximately 3 years before their launch.

### **What were the project goals?**

The goal from the start was to make the JGR Hybrid Bridgestone's fastest hybrid ever. Through the utilization of the speedDARC-enhanced F.A.S.T. crown design, Bridgestone was able to ultimately achieve that goal.

### **What PGA and LPGA Tour players are/will be using it?**

JGR Hybrids are definitely aimed at recreational players, first-and-foremost. With that said, Bridgestone is currently in the product testing stages with its Tour professionals, so there may be a chance consumers will see this product played on the worldwide Tours.



### **Do you have feedback or comments from Tour players we can utilize?**

Initial feedback from the Tour is that the product is high launching, incredibly hot and goes forever.

### **When does the product hit the marketplace (par date)?**

March 4, 2016

### **What is the Map/Street Price?**

\$169

### **Is there any other information you can share that you believe a consumer might find interesting?**

JGR Hybrids are aimed at amateur golfers seeking high launching, maximum distance. They are Bridgestone's fastest hybrids ever. In addition to the technologies mentioned earlier, all JGR hybrids also feature reduced heel profiles to enhance versatility from all lies. These hybrids will glide effortlessly through the rough, and will launch the ball extremely high with increased spin for maximum stopping power on the greens. The JGR Hybrids push the limits of COR in a friendly, easy-to-hit profile.



MEN'S XR OS IRON AND HYBRID



WOMEN'S XR OS IRON AND HYBRID

# Callaway XR OS Iron / OS Hybrid

## FAST HAS NEVER BEEN THIS FORGIVING

For the **XR OS Irons**, Callaway took their industry-leading Face Cup technology that's helped make them the #1 iron in golf, made the Face Cup even faster, and put it into a wider sole design that's easier to hit and more forgiving. It's easy to launch and easy to pick up distance with the Face Cup for players who want to add ball speed and hit the ball farther.

The **XR OS Hybrids** are designed to perfectly complement the XR OS Irons, and they'll give you extreme forgiveness and great ball flight trajectories. They've combined their industry-leading, category-defining Face Cup for high ball speeds and maximum distance, more versatility, and a larger head shape to get the most forgiveness and great launch with more draw bias. It's the perfect hybrid for golfers who are looking to elevate their game.

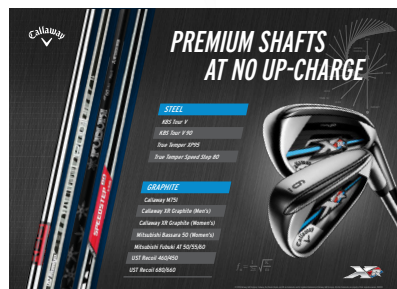
Plus, Callaway is offering XR OS Irons and Hybrids, designed specifically for women. They've added wider soles, lighter swing weights and graphite shafts for women who want to add distance to their games.

On the Men's and Women's XR OS products, Callaway is offering select premium shafts at no up-charge.

XR OS PAR, Men's: 1/22/16

XR OS PAR, Women's: 2/12/16

\*#1 Iron claim based on Golf Datatech report, U.S. combined channel iron dollar share data from January-December 2015.



Click image to enlarge

**CHECK OUT THIS VIDEO FOR MORE INFORMATION ON THE XR OS LINE BY CALLAWAY.**



# Cobra King F6 Iron

The KING of Progressive Iron sets. Optimum performance is achieved through advanced construction techniques. The result is an iron designed to create more feel, distance, precision and forgiveness.

MAP \$799.99



## SPEED CHANNEL SOLE

An engineered channel positioned on the sole, close to the leading edge of the iron and around the perimeter of the upper back cavity, creates more flex at impact to deliver greater distance through faster ball speeds.



## T.O.P. TECHNOLOGY

An engineered aluminum cap replaces steel on dual cavity hollow irons which frees up 5g of discretionary weight which has been placed low and further back in the head creating a lower CG position for improved launch conditions and ball flight.



## KING F6 IRON VIDEO

# Cobra King F6 Hybrid

The F6 Hybrid is easy to hit, forgiving & accurate. A traditionally shaped hybrid profile that delivers higher launch and improved forgiveness without sacrificing the accuracy of a long iron. It is Cobra's longest & most forgiving adjustable hybrid featuring optimized launch and spin settings.

MAP \$199.99



## REAR CG WEIGHTING

The F6 Hybrid is equipped with a fixed 13 gram weight. The weight is strategically positioned low and deep in the head for improved forgiveness while a lower centered CG position delivers easy up performance with extreme accuracy.



## SPEED CHANNEL

Speed Channel is an exclusive COBRA innovation. An engineered channel around the perimeter of the face minimizes thickness and increases ball speeds across the face for greater distance.



## MYFLY WITH SMARTPAD

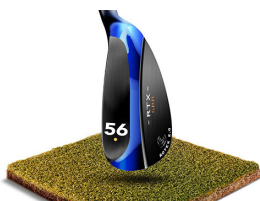
KING F6 Hybrids come with eight easily adjustable loft settings that help manage trajectory and fine tune launch conditions to maximize distance on any course, and with any swing.



# Cleveland RTX 588 Wedge

The legendary performance of 588 with Cleveland's most advanced spin technology and more control. For those seeking a tour proven design, 588 RTX 2.0's progressively varied sole designs make them more versatile than ever. The Rotex face technology literally changed the face of spin in golf last year. Rotex 2.0 takes spin control to yet another level. 15% sharper grooves and a new micro-milled Rotex face pattern give these wedges the most surface roughness the USGA will allow. It's Spin 2.0.

MAP from \$129.99



## LOW BOUNCE GRIND (1 DOT)

The Low Bounce Grind provides the lowest effective bounce, allowing players to be aggressive from anywhere around the green. The combination of a trailing edge grind and maximum relief from the heel and toe lets the player be creative from even the tightest of lies. Low Bounce Grind is ideal for firm conditions and/or players with a more shallow attack angle.



## STD BOUNCE GRIND (2 DOT)

The Standard Bounce Grind provides a mid effective bounce, offering players a wedge that performs well in most conditions. The combination of a trailing edge grind and moderate relief from the heel and toe gives the player the perfect combination of versatility and forgiveness. Standard Bounce Grind is ideal for a wide variety of conditions and/or players with a neutral attack angle.



## FULL SOLE (3 DOT)

The Full Sole Grind provides a slightly higher effective bounce, allowing players to smoothly glide through any surface with ease. Consistent sole width gives players confidence when striking their ball on full shots while maintaining versatility around the green. Full Sole Grind is ideal for softer conditions and/or players with a steep attack angle.

## CWEDGE ANALYZER

For more than 35 years, Cleveland Golf has been committed to creating innovative short game tools designed to help you score better and enjoy the game. This commitment has led to several breakthroughs in wedge innovation, including our latest — The Wedge Analyzer. In as little as two swings you can now get accurately fit into the proper wedge bounce or sole grind.

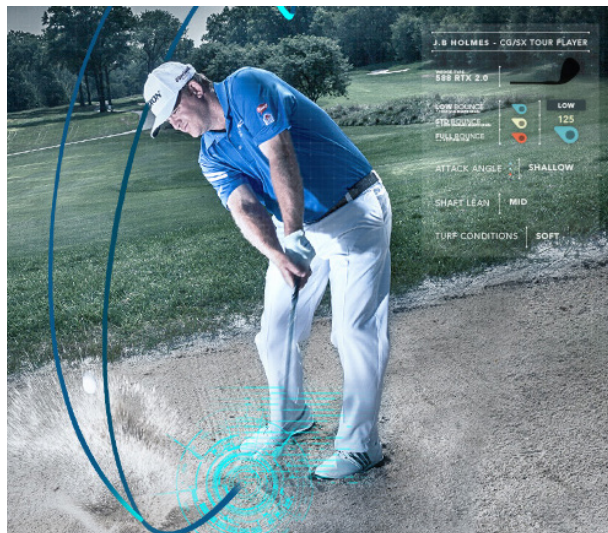
### FEATURES

The Wedge Analyzer, powered by Swingbyte, captures the motion of the wedge throughout the entire swing, including the delivery into the ball just before impact.

Using the golfer's swing data and typical turf conditions, the Wedge Analyzer recommends the proper bounce and sole grind to optimize scoring.

Also included is a database of pitching wedge lofts to help determine the correct wedge lofts for consistent distance gaps.

## LEARN MORE ABOUT THE WEDGE ANALYZER



# Mizuno MP-25 Iron

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**MP-25** | A Material Difference.

A stunning tour inspired design, utilizing our innovative Grain Flow Forged 1025 Boron. The MP-25 irons strike the perfect balance between giving the player added distance without sacrificing one ounce of feel and ball control. To help activate the 1025 Boron material, Mizuno's team of designers created the Micro-slot which helps the face flex for added distance.

MAP \$999.99



**PGA Tour player Chris Wood while testing the Mizuno MP-25 irons:**

**First sight:** *"You'd never think it was a distance iron."*  
*"Without the Boron we wouldn't have the product like this..."* **Upon hitting it:** *"Straight away, a softer feel...a very, very solid head..."*



# Mizuno MP-5 Iron

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**MP-5** | An Icon Refined.

The MP-5 is the ultimate geometric blend of a Mizuno classic muscle back and a players' cavity design. The Channel Back design is a new way of distributing the weight in the club head to allow for an increased level of forgiveness while still maintaining the feel, look, and control of a traditional muscle back. With intense Tour Player hit tests and feedback, the new Channel Back delivers a new level of forgiveness in a true players' package.

MAP \$999.99

# Mizuno S5 Wedge

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The S5 wedges deliver elite feel and shot control in a new enticing Silhouette profile. The Silhouette profile is a softer version of the popular Teardrop shape so that when players open and close the wedge, the profile always appears aligned to the target. The S5 wedge is available in 25 loft and bounce offerings so all possible distance gaps may be covered. High bounce versions carry a visible 15% sole grind and the low bounce offerings carry a 25% sole grind. These grinds aid in helping the high bounce versions to play higher and the low bounce versions to play lower. Forged from Mizuno's patented Grain Flow Forging process and carrying Mizuno's exclusive Quad Cut grooves, the S5 wedges deliver on the promise of solid feel and ball stopping spin.

MAP \$129.99





# Mizuno JPX-EZ / JPX-EZ Forged Iron

**JPX EZ** | Distance. Feel. Forgiveness. EXCEED EVERYTHING

The JPX EZ combines the amazing distance from our Hot Metal face design with the unbelievable forgiveness of our Power Frame Dual Pocket construction. Along with the ease of launch trajectory, the JPX EZ delivers amazing feel through Mizuno's Harmonic Impact Technology (H.I.T.).

MAP \$799.99

**JPX EZ Forged** | Unleash the Boron

With the 30% stronger 1025 Boron material, the JPX EZ Forged irons deliver a thinner face for amazing distance, while allowing the weight savings to be distributed out to the four corners to amplify the Power Frame design resulting in maximum forgiveness. The wide sole design helps to lower the sweet spot to deliver effortless flight. Moreover, the Triple Cut sole helps the player cleanly strike the ball from all types of lies.

## Mizuno JPX-EZ Hybrid

The JPX EZ hybrids are recognizable by their larger, confidence inspiring footprint and ability to produce a higher flight with a softer landing. All the JPX EZ hybrids were designed to sit very square at address. This confidence behind the ball enables the player to square the ball to the target with ease.

### TECH SPECS

**SHOCK WAVE SOLE.** Expands the COR area, especially lower on the clubface - delivering increased ball speeds for added distance. The increased mass of the head also lowers the center of gravity, maintaining high ball speeds directly off the turf.

Massive MOI design. The Shockwave sole is extended from the center of the sole to both the toe and heel.

All of these advancements were achieved without sacrificing the elite feel sensation that you only get from a Grain Flow Forged Mizuno iron.

MAP \$999.99

**JPX-EZ IRON VIDEO**



This adds weight to increase the MOI and also helps lower the JPX EZ Hybrids center of gravity delivering unsurpassed forgiveness and high easy ball flight. Larger footprint design. The JPX EZ has an extended footprint design and an increased head size across all lofts to inspire confidence.

MAP \$199.99



*With the demands of all types of courses you play on tour, the JPX EZ hybrid affords me the ability to attack each situation with long predictable distance and control."*

— Luke Donald, PGA Professional



# PING G Iron

Revolutionary COR-Eye Technology provides four times the amount of face flexing for consistently faster ball speeds across the hotter face. A gain in ball speed and shot height generates more carry distance and a steeper landing angle. A specialized heat treatment creates Hyper 17-4 stainless steel, allowing for thinner, faster faces to gain distance.

MAP \$110/club, steel  
\$125/club, graphite



**G IRON VIDEO**



## COR-EYE TECHNOLOGY

This unique structure involves the entire face in flexing for consistently faster speeds across the hotter face. The increase in speed and shot height generates distance and a steep landing angle so shots hit the green and hold the green.



## PERIMETER WEIGHTING

Weight saved from the face was allocated to the low toe and perimeter, creating a high MOI for extreme forgiveness.



## CTP ELEVATES LAUNCH

Connecting the Custom Tuning Port to the sole creates a deeper CG that helps elevate the launch angle while increasing MOI for greater forgiveness.



## ENHANCED SOUND, FEEL

An enlarged multi-material damping badge joined to the cavity works with COR-Eye Technology to provide exceptional sound and feel.

# PING G Crossover

PING created a new category - the Crossover - to combine the precision, workability and control of an iron with the speed and forgiveness of a hybrid. It's not a driving iron; the Crossover is far more forgiving, higher launching and more versatile. An innovative cascading internal sole engages the entire face, sole and top rail in flexing to maximize distance.

MAP \$229.99

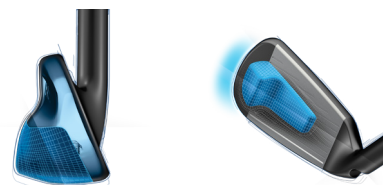


**TOUR PRO TEST OF  
G CROSSOVER VIDEO**



## CASCADING INTERNAL SOLE

This innovative structure distributes stress evenly so the entire face, sole, and top rail are engaged in flexing at impact to maximize ball speed and distance.



## EXTREME HEEL-TOE WEIGHTING

Low mass ensures hybrid-like forgiveness for distance and accuracy by positioning the CG low-back and expanding the perimeter weighting to achieve a high MOI.

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*Our design process is different, as we gather information from the world around us, study new materials, and test rigorously to make sure our products give golfers meaningful results. The process leads to breakthroughs like Dragonfly Technology and Vortec Technology, found in the G drivers. We've also created a specialized heat-treatment process and COR-Eye Technology to make the G irons longer, higher-launching and more forgiving, a combination that's very difficult to achieve. And with the new Crossover product line, an entirely new category, there's a lot to be excited about.”*

—John A. Solheim, PING Chairman & CEO

[ping.com](http://ping.com)

## PING G Hybrid

Hybrid technology takes a leap forward, highlighted by the G hybrids' innovative tiered internal sole, which helps activate face flexing to power the ball off the face faster for greater distance. The ultra-thin crown allows for a low-back center of gravity to ensure high launch, reduced spin and a higher MOI for maximizing forgiveness.

MAP \$229.99



**TURBULATOR TECHNOLOGY**  
Crown turbulators and contrasting grooves on the face help provide a captured look and assist in aim and alignment, creating a consistently centered impact position.



**TIERED INTERNAL SOLE**  
This innovative structure is engineered to activate flexing so the ball deflects faster off the face for added distance.



### G HYBRID VIDEO



## TaylorMade PSi / PSi Tour Iron



*"PSi has everything better players demand from an iron, and so much more. Whether you want superior sound and feel or increased ball speed and distance, you no longer have to compromise."*

—Tomo Bystedt  
Director Product Creation-Irons

PSi irons have the look and feel preferred by better players, with key technologies that provide consistent distance on off-center hits. TaylorMade's Speed Pocket offers preserved ball speed and consistency on shots struck low on the face. If your miss tends to be more off the toe or the heel, no need to worry, Face Slots help maintain consistent distance on all shots across the face.

For those of us who love and can shape the ball—from right to left or play a cut into the green to avoid a troublesome bunker, PSi Tour irons provide that level of advanced playability. Designed with feedback from PGA Tour players, PSi Tour irons were created to deliver the specific look, sound, and performance demanded by the best players in the world. A fully forged construction with milled faces and grooves allows for a soft, responsive feel, while tour-inspired shaping can be seen in the thin topline, thin sole, and minimal offset—creating an ideal look at address. The Speed Pocket, Face Slots, and progressive CG position, PSi Tour includes the vital technology in a clean, classic look that fits the eye of the better player.

In general, PSi irons are an ideal fit for the low-mid handicap golfer who is looking to game more of a player's iron, while PSi Tour irons are intended for the established low handicap golfer who values shot-shaping, compact appearance, and playability.

MAP: PSi \$1,099.99 steel/\$1,299.99 graphite  
PSi Tour \$1,299.99 steel

## TaylorMade M2 Iron



### TECH BEHIND THE M2 IRON

*"The materials and technologies that went into M2 allowed us to uniquely combine high launch with massive carry distance, a breakthrough achievement for the irons team at TaylorMade. With M2 irons, we are able to give golfers more distance with a more playable, steeper landing angle — a remarkable combination that will help golfers of all skill levels."*

—Charlie Crisan  
Product Manager

PGA Tour players get better, courses get longer, and expectations increase. Much can be attributed to the incredible talent and work ethic of professional golfers, but there is no question that the thresholds of what is possible in golf have been pushed further and farther by the technology of modern clubs. Now more than ever, it has become essential to keep up-to-date with your clubs so you aren't giving the field a distinct advantage.

What potential are you losing by hanging on to your old clubs? In most cases, it will be increased distance and consistency... but if you aren't playing the new M2 irons from TaylorMade, you could be sacrificing a whole lot more.

M2 irons were created with two important goals in mind: maximized distance AND height. It's no surprise that increased distance is a desired feature of new golf clubs, but when combined with a higher peak trajectory, the results can be staggering. Take a player like Jason Day for example; he hits the ball a mile, but what really sets him apart from the field is how high he flights the ball as well. With this in mind, M2 irons have been crafted to give you the distance you need to get to the green AND the height you need to stay there.

MAP: \$799.99 steel/\$899.99 graphite

# TaylorMade

## M1 / M2 Rescue

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In nearly every golfer's bag you'll find: a driver, an irons set, a fairway wood or two, a couple wedges, and a putter. Going beyond the standard-issue set, rescues (or hybrids) first entered the golf world when TaylorMade introduced the hybrid club back in 1999. A few years later, with the launch of TaylorMade's Rescue Mid in 2002, hybrids found a home within the PGA Tour and have since solidified their own niche within the game.



*"The M1 family is all about distance and forgiveness through personalization, and the M1 Rescue is no different. With two adjustable weights, and an adjustable loft sleeve, the golfer can dial in the perfect combination of ball flight and trajectory."*

—Charlie Crisan  
Product Manager

*"Born from the DNA of our industry-leading fairway woods, the M2 Rescue boasts distance and forgiveness across the board. Staying true to the rescue name, the M2 Rescue will give the golfer long and consistent shots from anywhere on the golf course."*

—Charlie Crisan  
Product Manager

### **M1 Rescue**

The modern evolution of TaylorMade's original hybrid takes form as the M1 Rescue. Maintaining classic, tour-inspired shaping, M1 Rescue enables increased playability from a variety of lies on the course. Benefitting from two moveable weights (one 3g and one 25g) and an adjustable loft sleeve, M1 Rescue has a level of personalization typically only available in a fairway wood or driver. Additionally, the M1 Rescue features TaylorMade's patented Speed Pocket, engineered to increase the size of the sweet spot and reduce spin. M1 Rescue comes packed with the technology to and the customization to make it truly your own to perform at the highest level.

Innovative in design and exceptional in performance, TaylorMade's hybrid is an effective tool to have in your bag.

MAP: \$249.99

### **M2 Rescue**

Complimenting the M1 Rescue, M2 employs several design variations to create a different class of rescue club. Shaped with a shallow, more fairway-like profile, M2 Rescue inspires more confidence at address than a traditional rescue. Turn the club over and you'll notice that M2 Rescue utilizes fixed-weight positions (there are no adjustable weights) and implements a refined speed pocket for improved ball speed preservation and easy launch capabilities.

Whether you need to gain more distance from the fairway or fight your way out of a tough spot in the rough, M2 Rescue is a versatile club to help save your round and play better golf.

MAP: \$199.99

Available February 19, 2016

# Titleist SM6 Wedge

Vokey Design Spin Milled 6 wedges deliver elevated performance across the three components of wedge play: Distance Gapping, Shot Versatility, & Spin.

- Progressive Center of Gravity design produces proper distance gaps for each loft with exceptional feel.
- Bob Vokey's tour developed sole grinds provide each individual golfer with shot versatility for their swing type and course conditions.
- 100% inspected TX4 grooves and face texture deliver more spin and control.

MAP \$169 (steel)  
\$195 (graphite)

Available March 11, 2016



### PROGRESSIVE CENTER OF GRAVITY

Aligns the CG with the impact position of each loft throughout the wedge set to produce precise distance and trajectory control with exceptional feel.



### TX4 GROOVES

The 100% inspected grooves feature a new parallel face texture that creates a more consistent groove edge and tighter quality tolerances for more spin.



### TOUR VALIDATED GRINDS

Bob's tour proven grinds provide every player with enhanced shot versatility to fit their swing type and course conditions.

# Titleist AP1 Iron



### DISTANCE

An extreme 360° undercut cavity creates a large, thin unsupported face that increases both speed and launch for more distance. High density tungsten drives the center of gravity low allowing stronger lofts to create even more speed and more distance.



### FORGIVENESS

The use of extreme high density tungsten moves weight to the perimeter increasing moment of inertia on off-center hits. 716 AP1 irons are the most forgiving among irons of similar size.

MAP \$125/club (steel)  
\$150/club (graphite)

# Titleist AP2 Iron



### TOUR-PROVEN

Tour-proven distance comes from consistent speed. 716 AP2 irons use extreme high density tungsten weighting to position the center of gravity low and perfectly aligned at impact for more speed.



### FEEL & FORGIVENESS

The most advanced, solid feeling and forgiving Tour played irons we've ever made. An innovative co-forged construction with high density tungsten low and on the perimeter increases moment of inertia for speed on off-center hits.

MAP \$168/club (steel)  
\$193/club (graphite)

AP1 IRON VIDEO



AP2 IRON VIDEO



# Titleist 816H2 Hybrid

Increase your distance with the Titleist 816 H2 Hybrid. The club is designed to create more speed and higher launch. It also features a steeper landing angle when compared to long irons so you can leave the ball closer to the pin.

MAP \$249.99

# Titleist 816H1 Hybrid

The Titleist 816 H1 Hybrid is designed to help the average golfer get more distance, lower spin and improved forgiveness. It was designed with a metal wood profile, making it look and play more like a fairway wood.

MAP \$249.99



## 816 HYBRIDS VIDEO

### ACTIVE RECOIL CHANNEL™

Active Recoil Channel technology actively flexes at impact to generate high speed and low spin for long distance. The Ultra Thin Face delivers speed and distance across the entire hitting area. The high MOI design delivers speed on off-center hits.

### RELIEVED SOLE EDGES

816 Hybrids have a relieved leading edge and Active Recoil Channel™ edge to help them glide through the turf.

### PRECISION FIT

Two models, loft choices every 2 degrees, and a new 1 degree SureFit Tour™ hosel adjustment for loft and lie, 816H provide the most precise fit and yardage gaps we've ever offered.

### Player Benefits of 816 Hybrids

Compact profile for launch and trajectory control

Slight offset for more aggressive players that engage the turf

Distance through high speed and low spin from Active Recoil Channel™

Distance from the Ultra Thin Face design

More distance more often from the high MOI design

Precision fit through more lofts and industry leading SureFit Tour™ adjustability



## Tour Edge Exotics CB Pro Tungsten Iron

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### CB PRO TUNGSTEN IRON VIDEO

The **Exotics CB PRO Tungsten irons** are the most technologically advanced Exotics iron ever, combining hollow construction with progressive tungsten sole weighting designed for players' adamant about forgiveness, control, and distance. The hollow design necessitates a solid tungsten sole for optimal weighting and to support the super thin face. Exotics hollow irons greatly expand the sweet spot so it feels like a clean hit every time.

The super-thin, high-strength 17-4 stainless steel face features advanced VFT for superior shot results, even on off-center hits. The VFT in the CB PRO Tungsten irons requires the sweet spot to be thicker because the free-standing face is so hot. The areas surrounding the center of the face are thinner ensuring superior results from more areas of the face.

Suggested retail: \$799.99, (3-PW) KBS Tour 90 steel, \$899.99, (3-PW) UST Mamiya Recoil graphite. In stores now.

## Tour Edge Exotics EXd Iron

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### EXOTICS EXd IRON VIDEO

**EXd irons** are all about distance with forgiveness. The irons feature the largest free-standing face with the deepest undercut cavity manufactured by Exotics, and flex more at impact for profound distance making the game more fun.

Two sizable high-density tungsten weights are positioned in the heel and toe increasing the moment of inertia (MOI) stabilizing the club-head even on ball strikes off of the sweet spot, making the ever shot a winner.

Suggested Retail: \$599.99, (4-AW) KBS Tour 90 steel, \$699.99, (4-AW) UST Mamiya Recoil graphite. In stores now.

## Tour Edge Exotics EXi Iron

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### EXOTICS EXi IRON VIDEO

**EXi irons** focus on playability with distance. The Exotics EXi irons feature a more traditional shape with less offset, engineered for maximum feel and control with distance.

The super thin face with an advanced new VFT design produces greater spring effect and solid contact even on off-center hits. Utilizing 431 soft stainless steel and a one-piece casting process delivers the feedback necessary for ultimate control and workability.

Suggested Retail: \$599.99, (4-AW) KBS Tour 90 steel, \$699.99, (4-AW) UST Mamiya Recoil graphite. In stores now.



## Tour Edge Exotics EX9 Hybrid

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## Tour Edge Exotics EX9 Tour Hybrid

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### EX9 HYBRID VIDEO

**The EX9 hybrid** is an extremely easy-to-hit rescue club that features superior technology and forgiveness for golfers of all abilities. Exotics products are famous for first-rate processes in technology and the EX9 hybrid carries that tradition on with the use of the SlipStream™ sole, a cup face, and combo brazing all put together in a classic hybrid style.

The EX9 hybrid is finished in an elegant and modern gloss black and is available in 2 (17°), 3 (19°), 4 (22°), 5 (25°), and 6 (28°) models.

Suggested Retail: \$159.99. Now in stores.

**The Exotics EX9 Tour hybrid** design caters to players who favor using irons for workability, trajectory, and distance control. Engineers compacted the head design into a smaller, pear-shaped style with less spin and a more boring trajectory maintaining Exotics tradition of using advanced technology for maximum performance.

The EX9 Tour hybrid is available in 16 (111 cc), 18 (113 cc), and 20 (115 cc) degree lofts.

Suggested Retail is: \$199.99. Now in stores.

*SlipStream sole dramatically reduces turf interaction through impact for superior launch speed.*

## Wilson C200 Iron

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### C200 IRON VIDEO

#### How will it make the game easier — more enjoyable for the consumer?

The C200 Irons feature FLX Face technology, which limits the contact points between the face and body of the club head and Power Holes, which allows space for the entire face to flex, for increased ball speeds and greater distance. This visible technology helps every player, from tour pros to double digit handicappers, hit it farther and play better.

#### How long was it in research and development?

FLX Face, Power Holes and TE031 Urethane, which helps with feel and sound, took about 3 years to perfect and that was with dedicating significant resources to the project. We knew we had something truly different and innovative and wanted to get the C200 Irons in golfers' hands as soon as possible, but only when it was fully tested and the technology was proven to deliver improved distance, feel and forgiveness results.

#### What were the project goals?

The goal was to optimize the face response for maximum COR/CT, ball speed and distance. Once what became FLX Face and Power Holes were proven as game changing technology, numerous compounds were evaluated to perfect feel, with the result being the selection of TE031 Urethane.

#### Do you have feedback or comments from Tour players we can utilize?

All of the tour players, but especially Brendan Steele and Troy Merritt, were amazed at the distances they got from the very first prototypes. They were hitting 7-Irons 25 yards or longer than normal. That is one reason we made 1- and 2-Irons just for them.

MAP: \$599.99 steel/\$699.99 graphite

## Wilson FG Tour F5 Iron

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#### How will it make the game easier — more enjoyable for the consumer?

The FG Tour F5 Irons feature Speed Sole technology in the long and mid irons, a first for a forged club, which increases ball speeds and launch angle. That, coupled with the Stabilizing Bar across the cavity and improved perimeter weighting makes these some of the easiest to hit forged clubs.

#### How long was it in research and development?

After the success of the D200 Irons, which were the first to incorporate Speed Sole technology, research was fast tracked on how to use it in a forging. It wasn't easy. But over about 18 months, numerous prototypes and a lot of player and robot testing, Wilson Staff developed an incredible feeling iron with innovative distance technology.

#### What were the project goals?

The Wilson Staff is known for our great history and especially our forged irons. The main goal in the design and development of the FG Tour F5 was to make a great feeling and looking forged iron, but with real distance technology and added forgiveness, so more players could play a forging.

#### What PGA Tour players are/will be using it?

Ricky Barnes has been playing a couple of the long irons and Padraig Harrington is expected to game the full set any day now.

MAP: \$899.99 steel/\$999.99 graphite

## Wilson FG Tour 100 Iron

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#### How will it make the game easier — more enjoyable for the consumer?

The FG Tour 100 Irons are true forged blades, so they weren't intended to make the game easier. What they will do however is allow tour players and low handicap amateurs the ability to flight the ball up and down, left and right at will with incredible feel and feedback. For those skilled enough, there is no better feeling than a pure shot off the face of the FG Tour 100 Irons.

#### How long was it in research and development?

Because the FG Tour 100 Irons were inspired by the 1971 Wilson Staff "button backs", you could say they were over 30 years in the making. More recently, milled prototypes and extensive tour testing took well over a year to be refined enough for the new irons to wear the FG Tour moniker.

#### What were the project goals?

To make a modern, innovative forged blade inspired by the iconic '71 Staff "button back" irons. We wanted to craft an iron that every player, regardless of handicap loved the look of, but truly inspired the skilled golfer to take their game to the next level.

#### What PGA Tour players are/will be using it?

Brendan Steele plays the FG Tour 100 forged irons full time on the PGA Tour. Padraig Harrington and Kevin Streelman and have used them in various tour events as well.

#### Do you have feedback or comments from Tour players we can utilize?

When Brenden Steele switched to Wilson Staff products the deciding factor was the FG Tour 100 Irons, which he called "the best irons I have ever played".

MAP \$999.99 steel

# Wilson FG Tour PMP Wedge



## How will it make the game easier — more enjoyable for the consumer?

It's simple, spin. The FG Tour PMP Wedges help golfers spin the ball more on full and partial shots. The perfectly flat milled face, all new HM grooves and laser etched Micro Spin lines between each groove allow players to generate maximum spin, however far away from the pin they are. The three sole designs, two finish options and 96 unique combinations of loft/bounce/sole ensure that there is a PMP wedge that is ideally suited for every player.

## What were the project goals?

PMP stands for Precision Milled Performance and that name was derived from the goals for this project. We wanted new and improved spin performance. We wanted precision from the different attributes of the face and grooves, along with ideal sole grinds for different swing types and course conditions. We put that all together with the entire face and the grooves being milled. Ultimately, we wanted to make the best wedge possible and we achieved that with the FG Tour PMP Wedges.

## Do you have feedback or comments from Tour players we can utilize?

The players loved the spin generated, especially from the higher lofted wedges, which contrary to common belief, is the hardest to do because the ball wants to slide up the face. Also, we wanted to get their input and feedback so the soles were perfect. Now, the Traditional, Tour Grind and Wide sole options are now all played on tour.

MAP \$99.99 Frosted  
\$119.99 Gun Blue

# Wilson FG Tour F5 Hybrid



## How will it make the game easier — more enjoyable for the consumer?

With the Fast Fit adjustable hosel technology in the FG Tour F5 Hybrids, every player will be able to quickly and easily optimize their ball flight, whether it be to maximize distance or to perfectly gap a hybrid between the long irons and fairway woods.

## How long was it in research and development?

The Fast Fit technology, which is used in all of the FG Tour F5 Drivers, Fairway Woods and Hybrids, took a few years to perfect and have resulted in multiple patents. The head shape and specific performance related details took less time, but still over a year of work with our tour players and product testers to ensure the F5 Hybrids are world class.

## What were the project goals?

The goals for the FG Tour F5 Hybrids was to create a shape that our tour players loved and trusted, a sole design that would allow shots from virtually anywhere on the course, the correct mass properties to optimize ball flight and distance, enough forgiveness for even mid handicappers to enjoy the club, along with a new and innovative adjustable hosel system. We accomplished all of those goals and then some with the F5 Hybrids.

## What PGA Tour players are/will be using it?

The FG Tour F5 Hybrids have already head several Top 5 finishes on the European PGA Tour and more success is expected on the PGA Tour as the 2016 season progresses.

MAP \$209.99



## FAST FIT™ TECHNOLOGY

Green Means Go! The fastest, easiest and one of the lightest adjustable hosel systems allowing for quick fitting changes.



## ADJUSTABLE WEIGHTING

Interchangeable weight placed low and close to the face decreases spin while maintaining an optimal launch angle for maximum distance.



## REACTIVE FACE TECHNOLOGY

Variable 6Al-4V titanium face geometry maximizes response and performance across the entire face.