

the **BACKSPIN BIRDIE**



Drivers & Fairways 2016

It's all about You

A golfer's search for a driver that behaves the way they want seems perpetual, and is a big reason equipment manufacturers devote R & D effort and funds toward designing, developing, manufacturing and promoting their newest drivers, and why we've dedicated content here accordingly. And for many golfers, it's a similar quest to find that magic fairway wood that gets the up off the turf quickly and easily from a variety of lies, or lengthy Par 3 holes. Often a fairway wood is called upon to execute a recovery shot, and you don't want to have to recover from a recovery shot.

The 2016 PGA Merchandise Show in Orlando, the largest convention for new equipment in the golf world, is just around the corner January 27th, 28th and 29th.

We'll see many clubs released that will intrigue every golfer. With that in mind, our January newsletter will focus on many of those new drivers and fairway woods their features and benefits. Thanks to the incredible flexibility these new clubs offer in terms of weight adjustability and loft, lie and face angle settings there literally is something for everyone, and you.

The process of selecting the best new driver, fairways or hybrids and irons for your game and its specific needs doesn't have to be difficult or confusing. Our award winning equipment experts will make it fun and educational for you to sift through the choices and make your next round of golf your best!



DRIVERS

M1 Driver

TaylorMade

"... I like the way it feels off the face. It feels like a solid head. Before, if there was a bunker at 295, it was like, 'no chance, I have to stay left of it'. Now, anything at 300, 305, no problem at all."

— Jason Day

TaylorMade's M1 incorporates decades of knowledge gained working with titanium and carbon composite to create a driver that is incredibly hot off the face and forgiving. The carbon composite crown in M1 has unlocked weight savings that yields a CG so low that it projects at center face creating high launch, low spin and their longest driver ever. Players can now create the trajectory and launch conditions that a golfer desires allowing them to control their golf ball off the tee like never before.

The weight savings and low CG projection of M1 allows TaylorMade to engineer a T-Track System that provides golfers with unprecedented personalization providing left to right and high to low adjustability, including a max forgiveness setting. The front track allows one to move 15 grams of weight from heel to toe which allows golfers to adjust draw/fade bias by 25 yards. The back track allows one to move



10 grams of weight front to back which allows golfers to adjust spin rate by 300 rpm while also maximizing moment of inertia (MOI) and forgiveness by shifting the weight into the back position. The entire T-Track system has been placed low on the sole so that any weight position maintains low CG to deliver the hottest trajectory possible. When you combine this with 4 degrees of Loft Sleeve adjustment you have the most personalize-able driver that TaylorMade has ever created.

Offered standard in 3 premium tour-level shafts (1 high, 1 mid and 1 low flight) in addition to 25 additional No-upcharge aftermarket shafts, M1 is also TaylorMade's most fittable product line in the company's history.

Available Now
\$499.99



King F6

Cobra

The F6 is Cobra's most forgiving adjustable driver with CG tuning. The dual position 'front-to-back' CG weight system allows you to maximize distance through dialing in your ideal launch and spin conditions. Personalize your distance with F6.

Pre-Sale 1/1/16, In-Stores 1/15/16
\$349.00

XR 16/XR 16 Pro

Callaway

Advanced Aerodynamics: A new threshold of club speed. Callaway engineers worked with the experts at Boeing to create the most aerodynamic shape with a re-engineered Speed Step.

Extreme Forgiveness: A larger shape with a bigger footprint for increased MOI and a Center of Gravity that's lower and deeper.

Even More Ball Speed With A Faster Face: Next generation R•MOTO Face that's up to 19% thinner for more ball speed across the face.

Pre-Sale 1/15/16, In-Stores 1/29/16

XR \$349.99 / XR Tour 399.99



— PRODUCT PREVIEW —

JGR Driver

Bridgestone



Brandt Snedeker put Bridgestone's new JGR driver into play at the 2016 Hyundai Tournament of Champions in Maui and finished in third place. Bridgestone engineers say the increased distance and forgiveness that the JGR Driver provides is achieved via 3 Bridgestone technologies. Flex Action Speed Technology (F.A.S.T.) in the crown, which enables the crown to slightly flex at impact for higher launch and stronger flight when players impact the face of the club above center.

Internal arc-shaped ridges positioned on the sole internally enhance stability, allowing the F.A.S.T. Crown to flex more efficiently, for higher launch and faster ball speeds.

The JGR driver's patented face milling pattern creates their power milled face, designed to reduce the golf ball skid that typically increases spin, by as much as 300 RPMs based on Bridgestone robot testing for potentially straighter and longer drives. Bridgestone also incorporates a dual zone heel or center adjustable weighting system which allows the player to customize their ball flight to create a more piercing trajectory with lower spin, increased roll and more draw, while the center weight can be altered to grow trajectory for more carry.

Available March 4, 2016

\$299.99

DRIVERS



New JPX-EZ

Mizuno

The JPX-EZ is a large footprint, high launching, low spinning driver that is also adjustable. Typically with drivers that have moveable weights, forgiveness is sacrificed. The JPX-EZ driver changes everything. With a simple 3 weight system, the JPX-EZ Driver now allows you to dial in your launch trajectory, while maintaining its design for maximum forgiveness.

Available Now

\$399.99

Exotics EX9/EX9 Tour

Tour Edge

The new Exotics EX9 driver's Full-Speed Impact design maximizes club head speed through a sloped crown and a subtle sole design optimizing weight distribution. The EX9, 460 cc, is available in two lofts (10 and 12-degrees) and features adjustability options including loft, lie angle, and an interchangeable sole weight. The driver encompasses ideal sound, exceptional control, and explosive distance cultivating the best Exotics driver series ever. The new **Exotics EX9 Tour** driver features a pear-shaped 430cc head with a deeper face to deliver Exotics legendary low-spin power and faster ball speeds. The EX9 Tour is available in two lofts (9 and 10-degree).

Available Now

EX9 \$299.99 / EX9 Tour \$399.99





FG Tour F5

Wilson Staff

The design of the Wilson Staff FG Tour F5 driver was led by two-time PGA Tour winner Kevin Streelman as he rigorously play tested and provided insights throughout its creation. The result: a refined 460cc head with one of the easiest and lightest adjustable hosel systems available. The F5 driver boasts six loft settings and comes with 3 adjustable weights enabling the discerning player to fine tune ball flight for maximum distance.

Pre-Sale 1/5/16, In-Stores 1/15/16

\$379.99

915D2/915D3

Titleist

Hit more fairways with the maximum distance and forgiveness 915D2. The 460cc pear profile provides confidence and stability. 915D2 delivers higher trajectory and more dynamic face closure versus D3.

915D3: Workable and forgiving, the 915D3 driver delivers distance with trajectory control. The 440cc deep face pear profile provides confidence to manage your trajectory. 915D3 produces a lower flight and less spin versus D2.

Available Now

\$499.99



**What's In The Bag:
Jordan Spieth**

915D2 (9.5*) with
Aldila Rogue Black
60 X shaft



G/LS TEC/SF TEC

PING

Speed generating aerodynamics reduce drag 37% and increase carry distance 3-4 yards. Players can optimize their desired launch conditions and ball flight. Thin T9S face and CG optimization deliver faster ball speeds, more forgiveness and more consistency. **LS (Low Spin) TEC:** Low, stable spin (Avg. of 350 rpms less). **SF (Straight Flight) TEC:** Right-to-left shot bend (Avg. of 9 yd. fade correction).

In-Stores 1/11/16

\$399.00

FAIRWAYS

M1 Fairway

TaylorMade

TaylorMade's first carbon crown fairway lowers the center of gravity for optimal launch. Two front track 15 gram sliding weights empower the golfer to customize their direction preference (Neutral, Draw or Fade) and trajectory. A new advanced sole design incorporating recessed weights provides better turf interaction. Like the driver, there are 25 No-Charge Aftermarket Custom Shaft options, so every golfer can find their optimal ball flight off the fairway and tee. Their loft sleeve provides plus or minus 2* loft flexibility for personalized flight and trajectory.

Available Now

\$299.99



JPX-EZ Fairway

Mizuno

Featuring a refined head shape and a Carpenter Custom 455 maraging steel face, the new Wilson Staff FG Tour F5 fairway wood lineup allows for increased ball speeds and a larger sweet spot. With one of the lightest adjustable hosel systems available, the new Fast Fit Technology allows for quick fitting changes on the range and tee box.

Available Now

\$249.99

XR 16/XR 16 Pro

Callaway

For the XR 16 Fairway Wood, Callaway has made huge leaps in their industry-leading technology that's helped them become the #1 Fairway Wood in Golf. And came away with a design that's bigger, hotter, and more forgiving with their lightest crown for even more ball speed and distance.

This is an awesome combination of their highest MOI, highest COR, and low Center of Gravity in a fairway wood. With a larger footprint, it's a head shape that gives you the confidence and the technology to hit it long and straight. The aerodynamic head shape inspires confidence, and they've improved on their cup face to deliver faster ball speed all across the face. Expect better, cleaner turf interaction, too.

Pre-Sale 1/15/16, In-Stores 1/29/16
XR 16 \$229.99 / XR 16 Pro \$249.99



King F6 Fairway

Cobra

Featuring a refined head shape and a Carpenter Custom 455 maraging steel face, the new Wilson Staff FG Tour F5 fairway wood lineup allows for increased ball speeds and a larger sweet spot. With one of the lightest adjustable hosel systems available, the new Fast Fit Technology allows for quick fitting changes on the range and tee box.

Pre-Sale 1/1/16, In-Stores 1/15/16
\$239.99

Exotics EX9/ EX9 Long/EX9 Tour

Tour Edge

The EX9's new Full-Speed Impact design maximizes club head speed all the way through impact with a sloped crown and the Exotics famous SlipStream sole. Tour Edge engineers began the designing process with the main goal of maximizing clubhead speed at impact and creating new combinations of technology to achieve it; creating the Full-Speed Impact design. The first property of the new design in the EX9 fairway wood clubhead is a sloping crown. The gentle slope reduces aerodynamic drag resulting in added speed at impact for maximum distance.

Available Now

EX9 \$229.99 / EX9 Long \$299.99 / EX9 Tour \$299.99



What's In The Bag: Jordan Spieth

915F (15*) with
Graphite Design Tour
AD DI 7 X shaft

915F/915Fd

Titleist

915F: Long, straight and forgiving, the 915F delivers great overall performance from the tee and turf. The larger profile provides confidence and a slightly higher flight versus Fd, with no draw bias.

915Fd: Workable and forgiving, the 915Fd provides versatility and shot control from the tee and turf. The compact profile delivers slightly lower launch and spin versus F, with no draw bias.

Available Now

\$299.99

FG Tour F5 Fairway

Wilson Staff

Featuring a refined head shape and a Carpenter Custom 455 maraging steel face, the new Wilson Staff FG Tour F5 fairway wood lineup allows for increased ball speeds and a larger sweet spot. With one of the lightest adjustable hosel systems available, the new Fast Fit Technology allows for quick fitting changes on the range and tee box.

Available Now

\$229.99



G Fairway Woods

PING

Carpenter 455 Face and tiered internal sole design increases face bending for higher launching, longer results. **EASY TO GET AIRBORNE** Low profile lead edge design and optimized CG for higher launch and more forgiveness. **SF TEC** CG positioned more heel-side and lighter swingweight promotes right to-left shot bend. **STRETCH 3-WOOD** Larger head (184cc vs. 167cc) and deeper CG.

In-Stores 1/11/16

\$269.00

*In the Next Issue of the Backspin Bulletin:
Hybrids, Irons and Wedges*