

5 Oct – 7 Oct 2008



Presse-Information \* Press release \* Communiqué de presse \* Comunicato stampa\* Comunicado de prensa

No. 10 e

September 2008

## **Drivers As Sleek As Formula 1 Cars**

- MOI continues to drive new developments
- Larger sweet spots, increased aerodynamics, easy-slide soles
- Larger selection for a variety of swing profiles
- Exchangeable shafts and retroactive adjustment options

The most important topic at GOLF EUROPE 2009, held from October 5<sup>th</sup> to 7<sup>th</sup>, 2008 in Munich, is and remains MOI, the moment of inertia. Even golfers who have no advanced degree in physics know that a high MOI is a measure for higher stability, and no modern, play-enhancing golf club can do without it.

For 2009 the industry offers golf players more attractive products than ever. Never before were the latest oversized drivers classier, sleeker, shapelier, and more futuristic-looking than those for the 2009 season. Design departments worked harder than ever and derived their inspirations from “classic male subjects” such as racing cars, star fighters, and state-of-the-art aeronautics.

The designs speak clearly of power and dynamics paired with aerodynamic aspects. The latter influenced the new shapes quite strongly. They are reflected in continuous transitions, and tapered club heads (driver). Weight cartridges, pads or inserts not only do their job (to lower and push the center of gravity further backward); they are also elegantly integrated into the overall design. They are hidden with the help of flat inlays in the sole or in the transition to the backside of the club head, or even with a spoiler-like look. F-22 fighter jets and Lamborghini's Reventón provided the inspiration for the latest designs of one of the largest driver manufacturers.

In addition to compelling aesthetics the 2009 models boast a number of just as impressive hard facts: thin wall construction and ultra-light composite materials make it possible to explore new limits in targeted weight distribution (all club types) and to place even more weight(s) into the sole to simplify ball contact.

Club faces (drivers and woods) are elongated and even more forgiving thanks to enlarged sweet spots. Reinforcement of the ultra-thin metals on the backside of the club (in trapeze, rhombus, cross or x-form) expand the optimal strike zone practically across the entire face. Even balls struck not in the exact center will fly farther and straighter than before. Basically, the club has to connect with the ball “anywhere” on the club face to perform.

The sound and feeling of club/ball impact also experienced some fine-tuning. Dampening composite ribs turn harsh sounds into pleasant resonances.

All types of clubs are now more suited to any variety of swing profile than ever before. There are versions made of pure titanium as well as multi-material variations.

The trend for drivers, fairway woods and hybrids is geared not only towards offering a number of different loft degrees, but also a larger selection of standard shafts. In 2009, a golfer will not just select a shaft according to weight and flexibility, but also according to his or her preferred (or suitable) swing curve (higher or shallower; with more or less spin). Next season, golfers will be able to make the appropriate selection to, for example, get a 3 wood with the features to accommodate his or her type of swing.

Speaking of spin – to influence the side spin, there will also be more variety in the selection of the preferred club face angle (neutral or closed). A number of models will be available in both versions. A brand-new option will be presented at this year’s Golf Europe: the face can be adjusted retroactively to result in a draw curve. This is accomplished with the help of a special hosel allowing adjusting of the club head in two positions.

Yet that is not all: this and a number of other systems make it possible for golfers to also exchange the shaft. Depending on weather and course conditions, the player can select the appropriate exchange shaft, or use a club head with more or less loft with his standard shaft.

Custom-fitted clubs are a mega-trend nobody can ignore. The mentioned hosel/insert systems are geared primarily towards professional custom-fitting by golf instructors or fitting stations.

A multitude of innovations have impacted irons as well. Observed more and more often at tee boxes, club sets for beginners combine 8 to 10 clubs including a number of different club types – utility woods, hybrid irons, and irons with wide soles. Advantage: all lengths optimally coordinate with each other.

New, more refined sole designs are wide-spread. Often they are more rounded from front to back and from toe to heel. The effect: the area of contact with the ground decreases, the club glides through the grass better, twists less, and drags less on the ground especially when hitting in high grass or the rough.

MOI inspired putter designers to futuristic, bold new shapes. Any resemblance to Star Wars Pod Racers is fully intended. Exchangeable weights allow adjustment to one's personal putting intensity or to various green conditions. Putter faces constructed with layers of different composites, or composites combined with milled steel offer a new feeling: better handling, as well as performance and durability.

GOLF EUROPE 2008, the 16<sup>th</sup> International Golf Sports Trade Show, held from October 5<sup>th</sup> to 7<sup>th</sup>, 2008 in Munich, will provide you with a comprehensive overview of the latest products for the next golf season.