



Here at RedKite Golf we offer professional assistance, service and golf club advice.

GOLF CLUBS

The sport of golf has come a long way in the last hundred years. In addition to the huge technological advances in golf club hardware, there has also been a massive increase in the quality, variety and versatility of golf accessories.

RedKite Golf offers a comprehensive selection of service and golf clubs. Featuring all the brands you need, we stock **Callaway, Titleist, Cleveland, Mizuno, Odyssey, Yes, Scotty Cameron** and **MD** Golf clubs, we've got your golfing needs covered. RedKite Golf also stock a range of junior golf clubs.

When trying clubs you can use our virtual golf system, or if you wish we can arrange for you to visit the Callaway, Titleist and Cleveland Performance Centre which are based up and down the country. They provide a unique experience that any golfer can benefit from. Their trained experts create a comfortable environment so you can discover which clubs will best improve your performance. Your swing will be evaluated with the same cutting edge technology they use on our Tour Staff Professionals also here at RedKite Golf.

Their Performance Centres are staffed by certified club specialists who have been trained to find the right clubs for every level golfer. Your fitting will occur in a state-of-the-art fit bay.

All Callaway Performance Centres feature the proprietary OptiFit Fitting System which allows you to test drivers and irons with a variety of shaft and clubhead combinations, all to ensure the right clubs are fit for you the same system we use at RedKite Golf. At the end of your session, we provide you with your customized club specifications.



Beginner or expert, old hand on the fairway or novice on the greens, take a look at our range of drivers, fairway woods, hybrids, utility clubs, rescues, irons, wedges and putters.

Professional Quality Golf Clubs

If you simply want to buy one golf club on its own or a complete set of golf clubs, every possible option that you could imagine is at your fingertips. Reassuringly, all of our golf clubs are picked and tested by our team of golfing experts, so search with confidence through this superb range of high quality golf clubs.



GOLF CLUBS INTRODUCTION

Golf clubs play an integral part of your performance on the golf course, and are used to send your golf ball on its way to the hole.

A driver is used from the tee to hit send your golf balls flying straight and far down the fairway on the golf course, and after a few lessons, will send give you the greatest distance on your shots.

Fairway woods are equally at home on the fairway or from the tee, have a similar although smaller head-shape to your driver, and have more loft to get your golf ball airborne quicker.

Hybrid golf clubs are a relatively new introduction into the world of golf. They have developed as a cross between been fairway woods and irons, and are designed to replace your long irons, from your 1 iron and often right the way up to 5 or 6 irons, these golf clubs are designed to be ultra forgiving, high flying and easy to hit from the tee, rough, bunkers and fairways of the golf course; ideal for golfers of all abilities.

Irons form the backbone of your golf bag, although the role of the iron set is changing in golf. The traditional set of irons comprises 3-9,PW,SW (9 irons), and these will give you a variety of full shot distances from 60 yards to 200 yards on the golf course depending on your golf ability. Nowadays golfers use their irons less over 18 holes of golf. With easy-to-hit drivers, rescue clubs and specialist wedges taking over, you may be surprised to know that the average 18 handicap golfer may only use their irons 20 times during a round.

An ever increasing section of the golf market, specialist wedges should not be ignored by golfers from intermediate to advanced ability. All golf professionals carry specialist wedges, some up to 4 of them at a time. This is because they allow you to play a variety of shots from around the green more consistently which, in turn, will allow you to get closer to the pin, making it easy for your putter. The average 18 handicap golfer may only hit 4-6 greens-in-regulation per round, hence more often than not a green will be missed and a chip will be required.

When you consider that the average golfer will use their putter for about 40% of strokes then you will realise how crucial it is to get this purchase right. The old adage of stick with a putter you like no matter what has some truth to it, but with the massive amount of technology available in modern putters, you really will be missing out if you don't investigate. When selecting a putter spend as much time (and money) as you would a driver as you will be using it around 3 times more on the golf course!

Golf club sets (packages) are a great way to get into golf. Typically the package sets will include 9 irons, a driver, 2 fairway woods, putter and a golf bag. Golf club sets are increasingly including a rescue club or two instead of the traditional 3 and 4 irons.

There is a wide range of junior golf clubs, which often feature the same technology as the adult golf clubs, but with lighter and scaled down shafts.

For any golfer on a budget, there is a range of second hand golf clubs that have been part-exchanged to RedKite Golf, giving you the opportunity to buy premium golf clubs without the premium price tag.

TITLEIST 910 DRIVERS, FAIRWAY METALS AND HYBRIDS: TOTAL PERFORMANCE. TITLEIST PRECISION FIT



Following months of successful player testing and performance validation on the worldwide professional tours, the new Titleist 910 drivers, featuring the innovative SureFit Tour dual-angle hosel, will be available to golfers in mid-November.

The new Titleist 910 fairway metals and hybrids will begin shipping in early February 2011.

Titleist 910 drivers debuted on the PGA Tour in late June at the AT&T National. About a month later, Titleist Brand Ambassador Ross Fisher became the first player to win with a 910 driver in his bag at the Irish Open. Two weeks ago, Titleist Brand Ambassador Charley Hoffman gamed the 910 driver in his runaway victory at the Deutsche Bank Championship; and at last week's BMW Championship, 15 players in the elite 70-player field had the Titleist 910 driver in play. Ten players also had Titleist 910 fairway metals and/or hybrids in the bag, just two weeks after their introduction at The Barclays.

As promised, we're coming to Team Titleist members first with this closer look at the Titleist 910 drivers, along with club specs and shaft options for all of the 910 series. Further information on the 910 fairway metals and hybrids will be available soon.

Titleist 910 drivers, available in the 910D2 and 910D3 models, deliver total performance with improvements in flight, fit, looks, feel and sound. Highlighting the new features is the latest advancement we've made in precision fitting – the SureFit Tour Hosel.

- SureFit Tour (SFT) dual-angle hosel technology enables golfers to experience the type of tour-level fitting in a driver, fairway metal or hybrid previously unavailable outside of the tour van.



The unique SFT dual-angle hosel allows golfers to set loft and lie independently to optimize ball flight – higher or lower, and for more draw or fade for increased distance and improved shot control – and ultimately be dialed in for a precision fit.

“We like to call this feature a tour-van-in-a-hosel because it gives the fitter the power of a Tour Van right at the point of fitting,” said Chris McGinley, vice president of golf club marketing. “The focus with the 910 family of drivers, fairway metals and hybrids is being able to more precisely fit a metal to optimize ball flight both left-to-right and up-and-down.”

As with all club fittings, we suggest you see an authorized Titleist fitter, who will use the SFT technology and the 910 performance grid to determine the best settings for your game.

The SFT hosel features a sleeve and ring, each with four settings. The sleeve settings are numbered 1, 2, 3, 4 and the ring settings are lettered A, B, C, D. There are 16 combinations which each create a unique loft and lie combination as shown in the charts on the right.

The standard setting for right-handed golfers is A•1 (shown in red on the chart). Use the black arrows as a guide to adjust the hosel setting until the desired ball flight is achieved.



Other stand-out features include:

- A fast face design with a larger maximum ball speed area and improved launch and spin face map gradient for increased distance potential.
- A sleek, sloped, ultra-thin crown design combined with an on-axis rear weight screw, which creates a low and deep CG for increased stability and distance.
- A black PVD and paint finish with white scorelines provides an attractive, consistent set-up appearance, to go along with an acoustically-engineered hot, solid sound off the club face.
- The high performance stock shaft options are highlighted by three improved proprietary Diamana shafts that feature Next Generation Diamana MDI (multi-dimensional interlay) technology and three different weight and bend profiles to fit a broad range of players. All of these shafts are also torque matched to flex and swing speed.

Rounding out the line-up of stock shafts are the tour-proven Aldila RIP and Project X Tour Issue X-7C3 shafts. In addition, there will be 83 different shafts available in the custom shaft matrix.



Please contact RedKite Golf for information regarding pre-orders of the 910 driver.



TITLEIST SPIN MILLED VOKEY DESIGN WEDGE RANGE



More Ways to hit it close

Vokey Design® Spin Milled® wedges are available with an unmatched number of choices for loft, bounce and sole grind, and are now available in two different groove configurations to meet every shot requirement, swing-style, course condition and rules governing tournament play.

Each wedge design is based on Bob's experience working with the best players in the world, including sole designs hand ground by Bob based on continuous input from Tour professionals. Vokey Design wedges have been the most played wedges on the PGA Tour since 2004.

The profile for each wedge has been precisely created using CAD to perfectly blend the size, shape, topline thickness, and offset from loft to loft.

Vokey Spin Milled wedges feature CNC machine cut faces and grooves. A special circular saw style cutting tool is used to create precise grooves with maximum allowable draft angles and edge radii for more consistent performance.

Spin Milled grooves produce a medium trajectory and high spin and conform to the Rules of Golf until 2024, except in tournaments governed by a Condition of Competition. Spin Milled C-C grooves produce a higher trajectory with medium spin and conform to the new 2010 Rules of Golf for grooves and can be used in events that adopt the new rules as a Condition of Competition.

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