



**Finding the best golf ball for your game begins with the best approach.**

## **TITLEIST GOLF BALL FITTING**

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Titleist Performance Golf Ball Fitting is about lowering your score, not only about distance.

### **Every Shot Counts**

On a scorecard, every shot is created equal. A stroke is a stroke. There's only one piece of equipment you use for every shot – your golf ball. The golf ball you play makes a big difference. At Titleist, we strive to make a difference in your game by helping you shoot a lower score.

### **The Titleist Approach**

- The best place to determine the best golf ball for your game is on the golf course.
- Golf ball fitting should be conducted from green-to-tee considering all of your shots.
- Most scoring opportunities are created by shots into the green.

### **Golf Shots Per Round – Average Score**

	<b>Par</b>	<b>80</b>	<b>90</b>	<b>100</b>
Shots on the Green	< 36	36	>36	>36
Shots to the Green	>22	>30	>40	>50
Shots with the Driver	14	14	14+	14+

### **Fitting Facts**

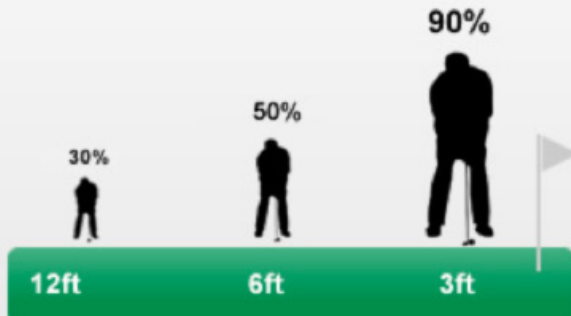
All Titleist golf balls deliver long distance. All golfers will shoot lower scores with a golf ball that provides optimal scoring spin - the spin that you get with short irons and wedges. When you focus on improving the areas of your game that require the majority of your strokes, you'll find the greatest opportunity to lower your score.

## Keys to Lower Scores: **Shorter Putts**

Whether you are a professional or an amateur, shorter putts go in more often. Hitting the ball closer to the pin will lower your score.

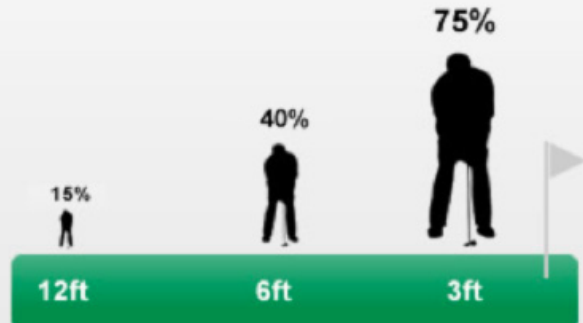
### Professionals

% of putts made from each distance



### Amateurs

% of putts made from each distance



## Golf Ball Distance Differences are: **Small**

All Titleist golf balls are long for all swing speeds

### Tour Players

Clubspeed near 110 mph



275 - 280 Yards

### Better Players

Clubspeed near 100 mph



255 - 260 Yards

### Average Speed Players

Clubspeed near 90s mph



240 - 245 Yards

### Low Speed Players

Clubspeed near 80s mph



210 - 215 Yards

## Golf Ball Spin Differences are: **Large**

The shorter the shot the larger the spin difference.

### With a Driver



400 RPM

### With Irons



700 RPM

### With a Wedge



1000 RPM

### With a Half Wedge



1200 + RPM

### How Titleist Fits: **Tour Players**

Tour Players know changing the golf ball changes every shot.

Their performance evaluation is done on course.

Their focus is on the scoring shots.

Tour Players may take weeks to fully evaluate golf balls.



### How Titleist Fits: **Amateurs**

The same process Tour Players use benefits all amateurs.

Amateurs that focus on the scoring shots will also shoot lower scores.



## TITLEIST GOLF BALL FITTING MODULE

### Try the Titleist Golf Ball Selection Tool

Now that you understand Titleist's golf ball fitting methodology, it's time to go through the online interactive module to find your recommended and alternative Titleist golf ball models that you can then take out to the golf course for your final selection.

[www.titleist.com/golf-ball-fitting/app/](http://www.titleist.com/golf-ball-fitting/app/)

## SRIXON GOLF BALL FITTING

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### Ball Technology

If you are not playing Srixon then you are not playing the most advanced ball allowed by the rules of golf.

To be approved for official play, a golf ball must meet size and performance standards that are regulated in the rules of golf. It is almost impossible to make a better ball without breaking the rules.

It is the proven leader in developing the technology to create outstanding golf balls.

With its carefully developed dimple patterns, Srixon offers golfers a wide range of options to achieve different levels of spin and distance.

One achievement was the revolutionary perimeter-weighted, tungsten-blended mid-layer, which enabled the transfer of energy from club to ball to increase the level of inertia at impact. This created a consistent spin rate for unsurpassed distance.

[www.srixon.co.uk/technology.aspx?technology\\_id=1](http://www.srixon.co.uk/technology.aspx?technology_id=1)

**For more information on choosing the right ball for your game & our ball fitting visit us in-store**