

GOLF BALL RECOMMENDATION FOR TOUR PERFORMANCE



CHROME SOFT

Exceptional performance across all head speeds and skill levels
 More forgiveness and less distance lost on mis-hits
 Unmatched, soft feel through the entire bag



CHROME SOFT X

Designed for the more skilled golfer with higher head speeds and consistent ball striking
 Better consistency and workability for the skilled player
 Fast ball speeds, especially at higher head speeds



CHROME SOFT X LS

Max distance from a fine-tuned lower spin profile, especially at high head speeds
 Tremendous combination of long distance with straight flight
 Soft feel and Tour level short game control

RECOMMENDATION PROTOCOL

STEP 1

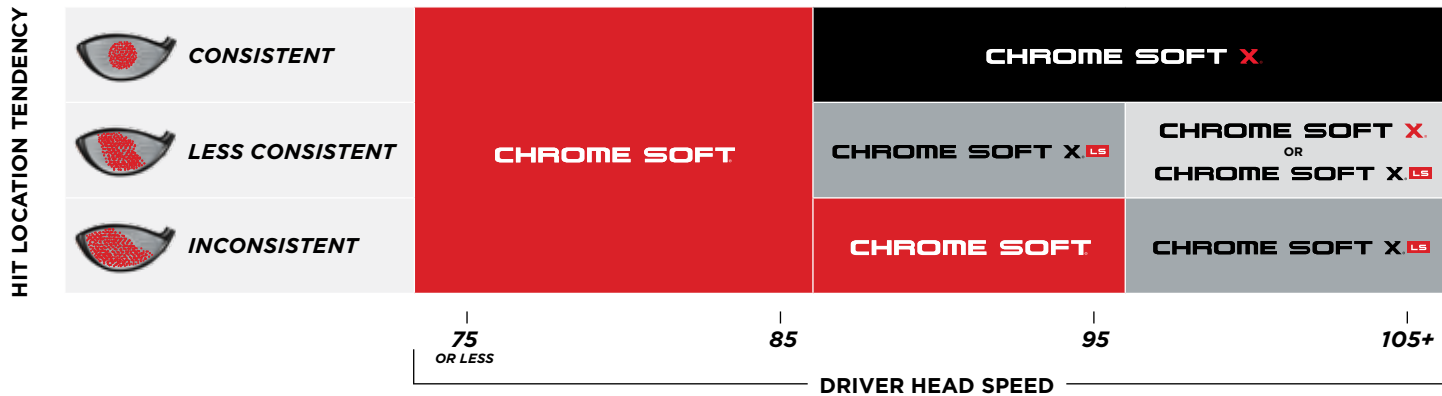
IDENTIFY DRIVER HEAD SPEED

STEP 2

IDENTIFY HIT LOCATION

STEP 3

RECOMMEND BALL



Consistent hit location tendencies may benefit from Chrome Soft X due to better ball speed and higher spin for more consistency and workability.

Inconsistent hit location tendencies may benefit from Chrome Soft or Chrome Soft X LS due to better ball speed robustness and lower spin for better forgiveness.

Players with moderate head speeds that have similar results with different options from Chrome Soft family of balls can be recommended a ball based on their feel preference or spin needs.

LOWER HEAD SPEED — HIGHER HEAD SPEED

SOFTER FEEL — FIRMER FEEL



GOLF BALL RECOMMENDATION FOR EXTREME FORGIVENESS & DISTANCE

SUPERSOFT

High launch and low spin from new PARALOID™ Impact Modifier
 Low compression for super soft feel and forgiveness for long, straight shots



E·R·C SOFT™

Our longest golf ball with soft feel with increased control around the green
 PARALOID™ Impact Modifier promotes high launch and low spin for long distance
 High Energy Core that promotes maximum speed tee-to-green

RECOMMENDATION PROTOCOL

STEP 1

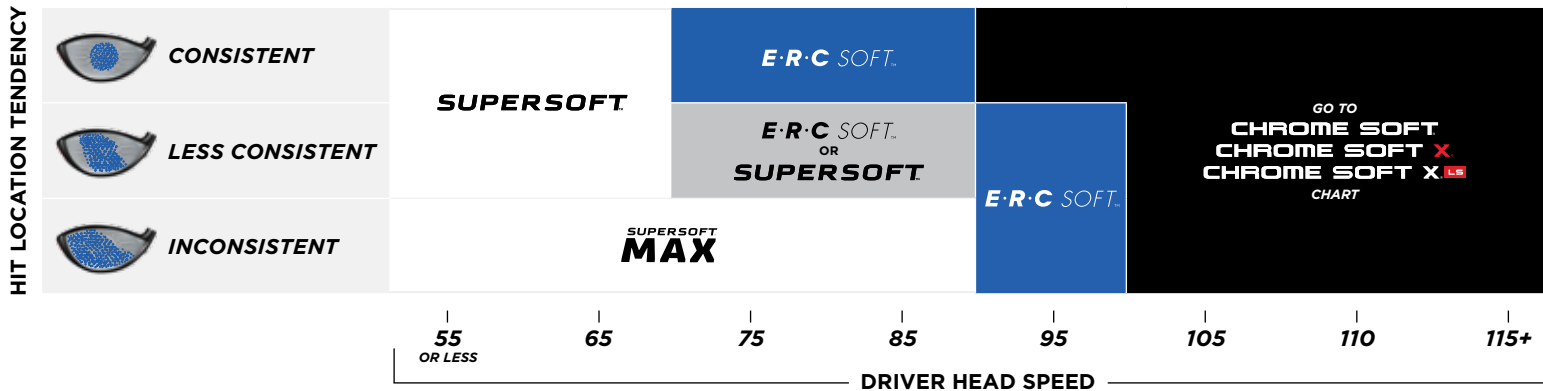
IDENTIFY DRIVER HEAD SPEED

STEP 2

IDENTIFY HIT LOCATION

STEP 3

RECOMMEND BALL



Consistent hit location tendencies may benefit from ERC Soft due to better ball speed and higher spin for more consistency and workability.

Inconsistent hit location tendencies may benefit from Supersoft Max due to better ball speed robustness and lower spin for better forgiveness.

Players with moderate head speeds that have similar results with both Supersoft and ERC Soft can be recommended a ball based on their feel preference.

LOWER HEAD SPEED

MODERATE HEAD SPEED

SOFTEST FEEL

SOFT FEEL

