

2022 Titleist Golf Balls



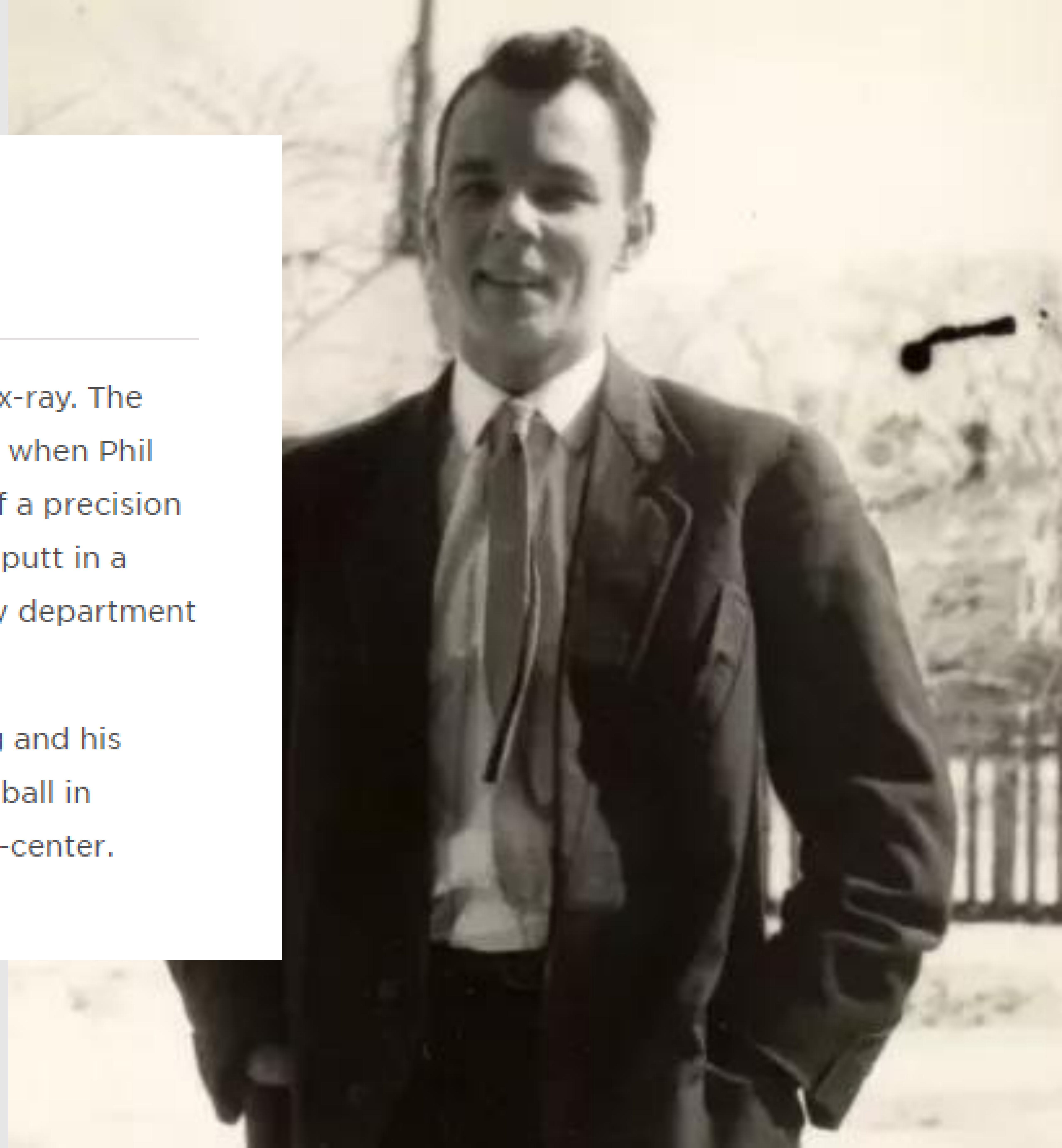
Titleist
#1 ball in golf.®

HISTORY

The Titleist brand started with a vision - and an x-ray. The Titleist success story began one Sunday in 1932, when Phil Young, a dedicated amateur golfer and owner of a precision molded rubber company, missed a well-stroked putt in a match with his friend, who was head of the x-ray department at a local hospital.

Convinced that the ball itself was at fault, Young and his opponent went to the hospital, x-rayed the golf ball in question and found that its core was, in fact, off-center.

WHERE IT ALL BEGAN...



A HISTORY OF EXCELLENCE

For over 85 years, Titleist golf balls have been manufactured in the greater New Bedford, Massachusetts area.

Throughout these nine decades, Titleist has been the design and process technology leader manufacturing golf balls with a wide range of constructions to meet golfers' varying performance needs.

A belief that a better process will result in a better quality and performance product has been constant throughout Titleist's history. An unwavering commitment to continuous improvement and performance and quality excellence are core values of the Titleist tradition.



Unretouched X-Ray photographs of our Golf Balls

For Your Protection!

OUR Golf Balls are *X-Rayed* at two stages during manufacture. This insures perfect uniformity in *flight*—complete control in *approach shots*, and 100% confidence that your *putts* will roll absolutely *true!*

Compare the X-Ray photographs at the top showing Our Small Core, Concentrated Weight-in-the-Center Construction—with the X-Ray photographs at bottom. ACUSHNET takes the guesswork out of golf!

ACUSHNET PROCESS CO., New Bedford, Mass., U. S. A.

Unretouched X-Ray photographs showing balls with distorted centers



WHERE IT ALL BEGAN...



OUR MISSION

Design and Produce Golf
Balls of Superior
Performance and Superior
Quality for Dedicated Golfers

**WORLDWIDE
PROFESSIONAL
TOURS**



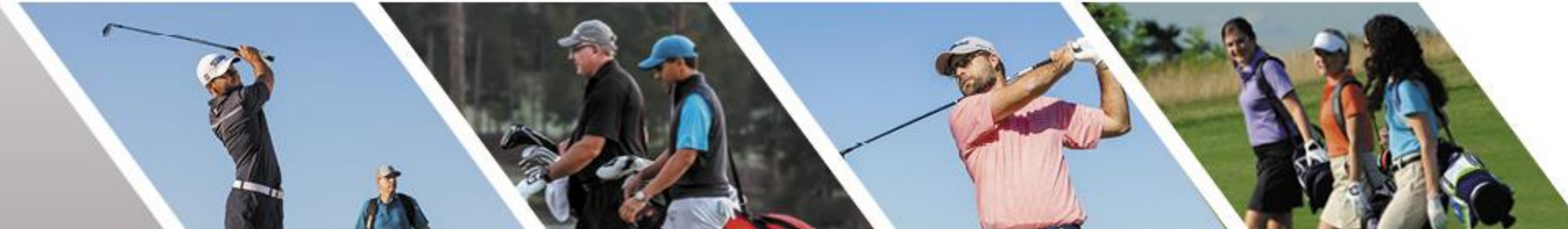
**PGA AND LPGA
TEACHING AND CLUB PROFESSIONALS**



HIGH SKILLED REGIONAL AND LOCAL PLAYERS



THE DEDICATED GOLFER



PYRAMID OF INFLUENCE



Justin Thomas

Jordan Spieth

Nelly Korda

Patrick Cantlay

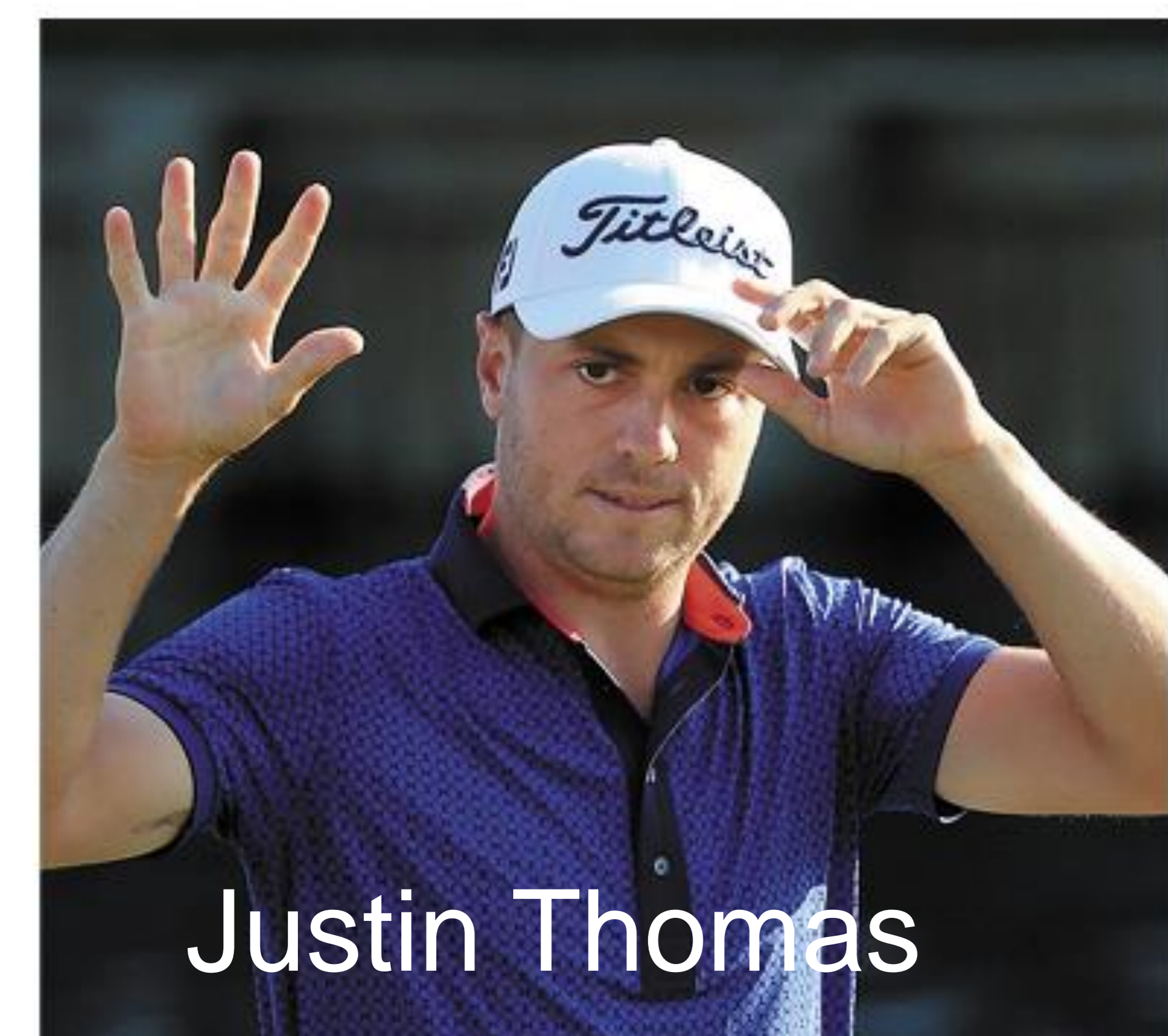
Cameron Smith

PGA TOUR BALL COUNT

WORLDWIDE BALL COUNT

Titleist	4,686	73%
Srixon	557	9%
Callaway	528	8%
TaylorMade	500	8%
Bridgestone	143	2%

Titleist	21,254	73%
Srixon	2,790	10%
Callaway	2,315	8%
TaylorMade	1,472	5%
Bridgestone	939	3%



Justin Thomas

Jordan Spieth

Nelly Korda

Patrick Cantlay

Cameron Smith

PGA TOUR WINS

WORLDWIDE WINS

Titleist	36	71%
Srixon	5	10%
Callaway	5	10%
TaylorMade	3	6%
Bridgestone	2	4%

Titleist	191	76%
Srixon	19	8%
Callaway	16	7%
TaylorMade	16	6%
Bridgestone	8	3%

LPGA
BALL COUNT

Titleist[®]

84%

NEAREST
COMPETITOR

6%

NCAA MEN'S
BALL COUNT

Titleist[®]

88.5%

NEAREST
COMPETITOR

5.8%

NCAA WOMEN'S
BALL COUNT

Titleist[®]

97%

NEAREST
COMPETITOR

1.5%

U.S. BOYS JUNIOR
BALL COUNT

Titleist[®]

76.9%

NEAREST
COMPETITOR

14.4%

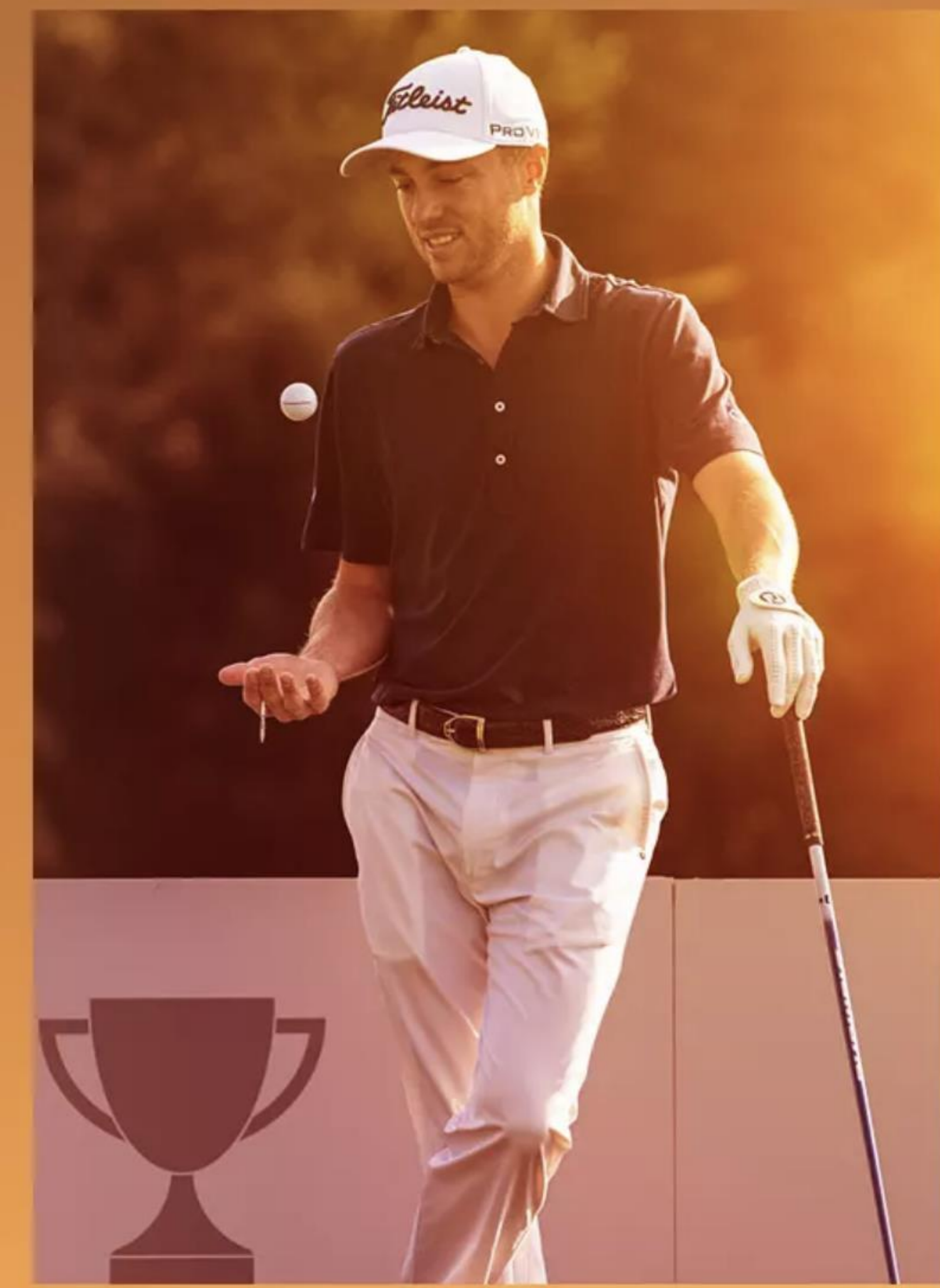
U.S. GIRLS' JUNIOR
BALL COUNT

Titleist[®]

68.6%

NEAREST
COMPETITOR

20.5%



ONLY **1** #1 BALL IN GOLF.



UNRIVALED PERFORMANCE



TAILORED PERFORMANCE



PREFERRED PERFORMANCE



WHY

SUPERIOR
PERFORMANCE

PERFORMANCE
FOR ME

AN ACCESSIBLE
TITLEIST

EVERY GOLF BALL HAS A PURPOSE

PRO V1

Titleist® Pro V1® offers total performance and features long distance, very low long game spin, penetrating flight, Drop-and-Stop™ greenside control and very soft feel.

Benefits:

- **Long Distance** with Consistent Flight
- **Very Low Long Game Spin** and Penetrating Trajectory
- **Drop-and-Stop™ Short Game Control**
- **Very Soft Feel**

Features:

- Soft Cast Urethane Elastomer Cover System
- High-flex Casing Layer
- 2.0 ZG Process Core
- Spherically-Tiled 388 Tetrahedral Dimple Design



PRO V1x

Titleist® Pro V1® offers total performance and features long distance, very low long game spin, penetrating flight, Drop-and-Stop™ greenside control and very soft feel.

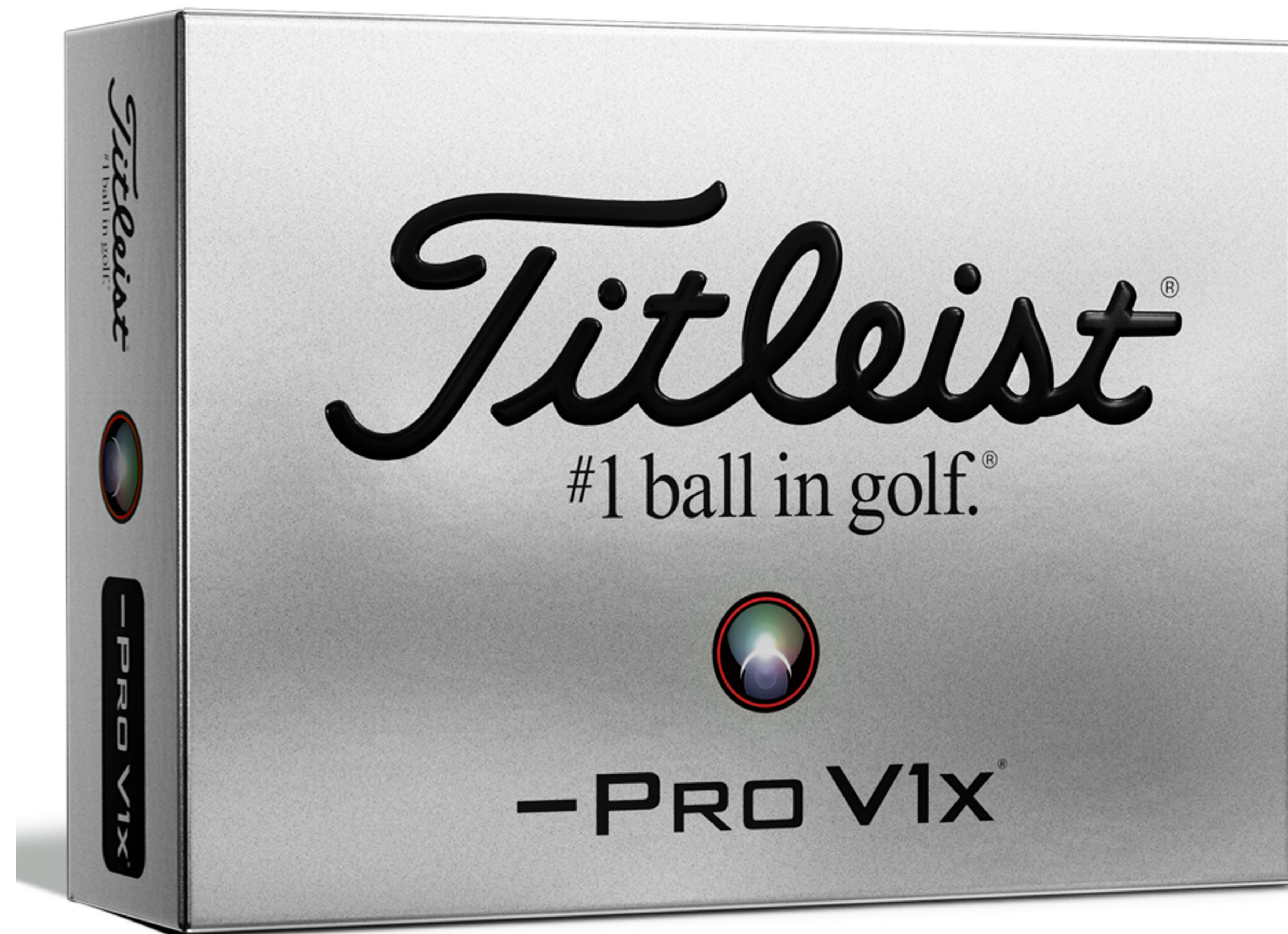
Benefits:

- **Long Distance** with Consistent Flight
- **Very Low Long Game Spin** and Penetrating Trajectory
- Drop-and-Stop™ Short Game Control
- Very Soft Feel

Features:

- Soft Cast Urethane Elastomer Cover System
- High-flex Casing Layer
- 2.0 ZG Process Core
- Spherically-Tiled 388 Tetrahedral Dimple Design





PRO V1x LEFT DASH

The perfect combination of high flight and low spin for long distance, with great greenside control. ***This golf ball was designed with an emphasis on distance. Relative to Pro V1x, this golf ball will fly similarly high, with lower spin than both Pro V1 and Pro V1x in the long game and greenside. For golfers looking for high flight and low spin.***

Benefits:

- Extraordinary Distance with Consistent Flight
- ***Lower Full Swing Spin than Pro V1x***
- ***Slightly Lower Flight than Pro V1x***
- ***Firmer Feel than Pro V1x***
- Drop-and-Stop™ Short Game Control

Features:

- Firm Cast Urethane Elastomer Cover System
- Fast Low Spin Casing Layer
- ZG Process Core
- Spherically-Tiled 328 Dimple Design which is different than the Pro V1x 348 dimple design



NEW AVX

New Titleist® AVX® golf balls *deliver low flight, low iron spin for noticeably longer distance, very soft feel and even more control*

Player Benefits:

- ***Longer Distance***
- ***Increased Greenside Spin and Control***
- ***Softer Feel***
- ***Very Low Long Game and Iron Spin***

Technology Features

- Large Core Formulation
- High Flex Casing Layer
- New, Soft Thin Cast Urethane Elastomer Cover System
- New, Unique Spherically-Tiled 348 Catenary Dimple Design
- ***New core generates high speed & low long game spin***
- ***High flex casing promotes high ball speed & low spin on long shots***
- ***Softer urethane elastomer cover increases greenside spin & control***
- ***New 348 dimple design = more consistent longer flight on each shot***

COMPARISON OF PREMIUM PERFORMANCE GOLF BALLS



- Pro V1x
Similar flight
Spins less
Feels firmer



Pro V1x
Flies higher
Spins more
Feels firmer



Pro V1
Optimal flight and spin
for most golfers,
with very soft feel



AVX
Flies lower
Spins less
Feels softer

NEW VELOCITY

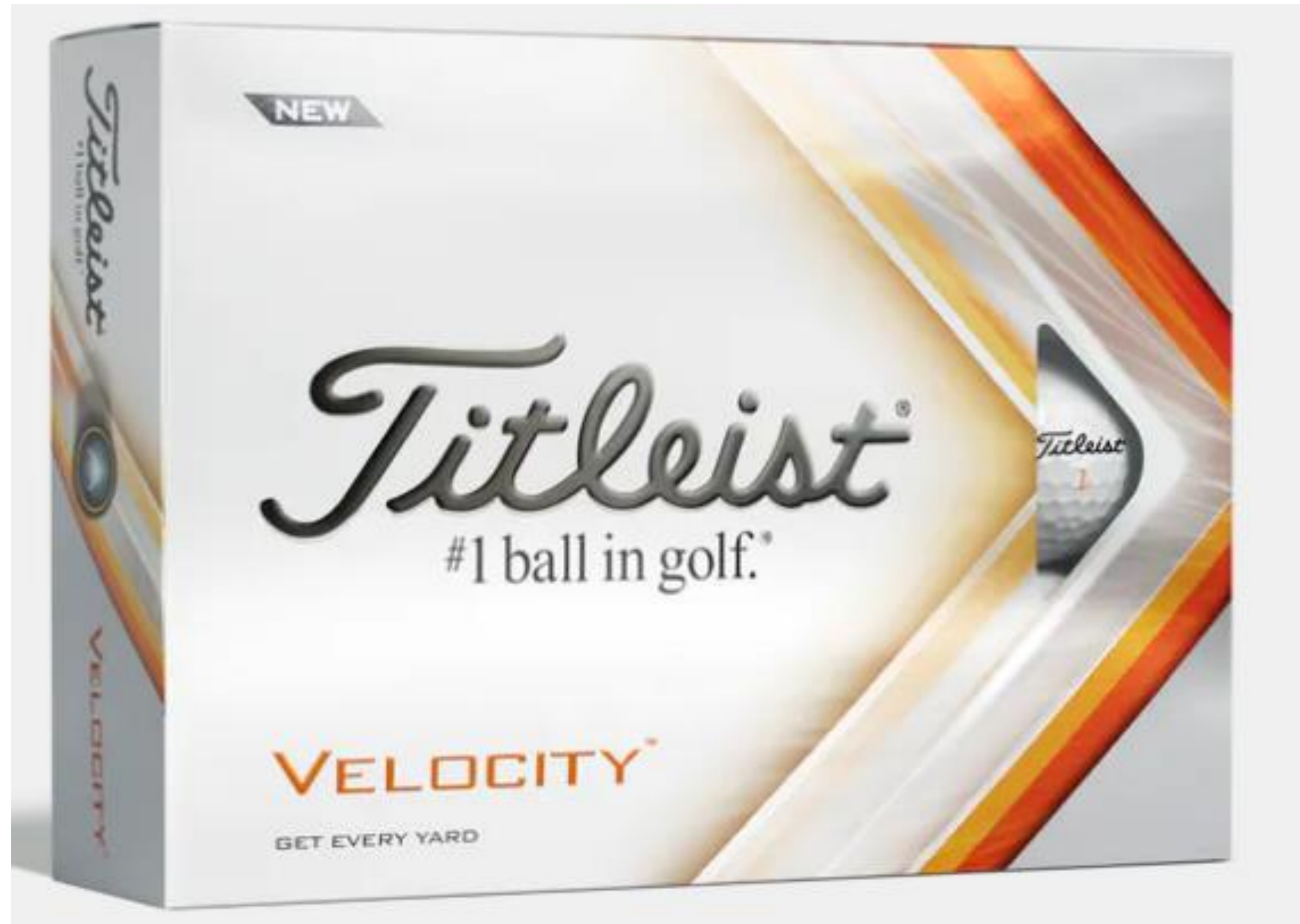
New Titleist® Velocity™ *Engineered for high speed, high launch and low long game spin for explosive distance.*

Player Benefits:

- Longer Distance
- Extremely Low Long Game Spin
- High Flight on all Shots
- Playable Greenside Feel

Technology Features

- High Speed Core
- Fast Cover
- Spherically-Tiled 350 Octahedral Dimple Design
- Available in White only



NEW TRUFEEL

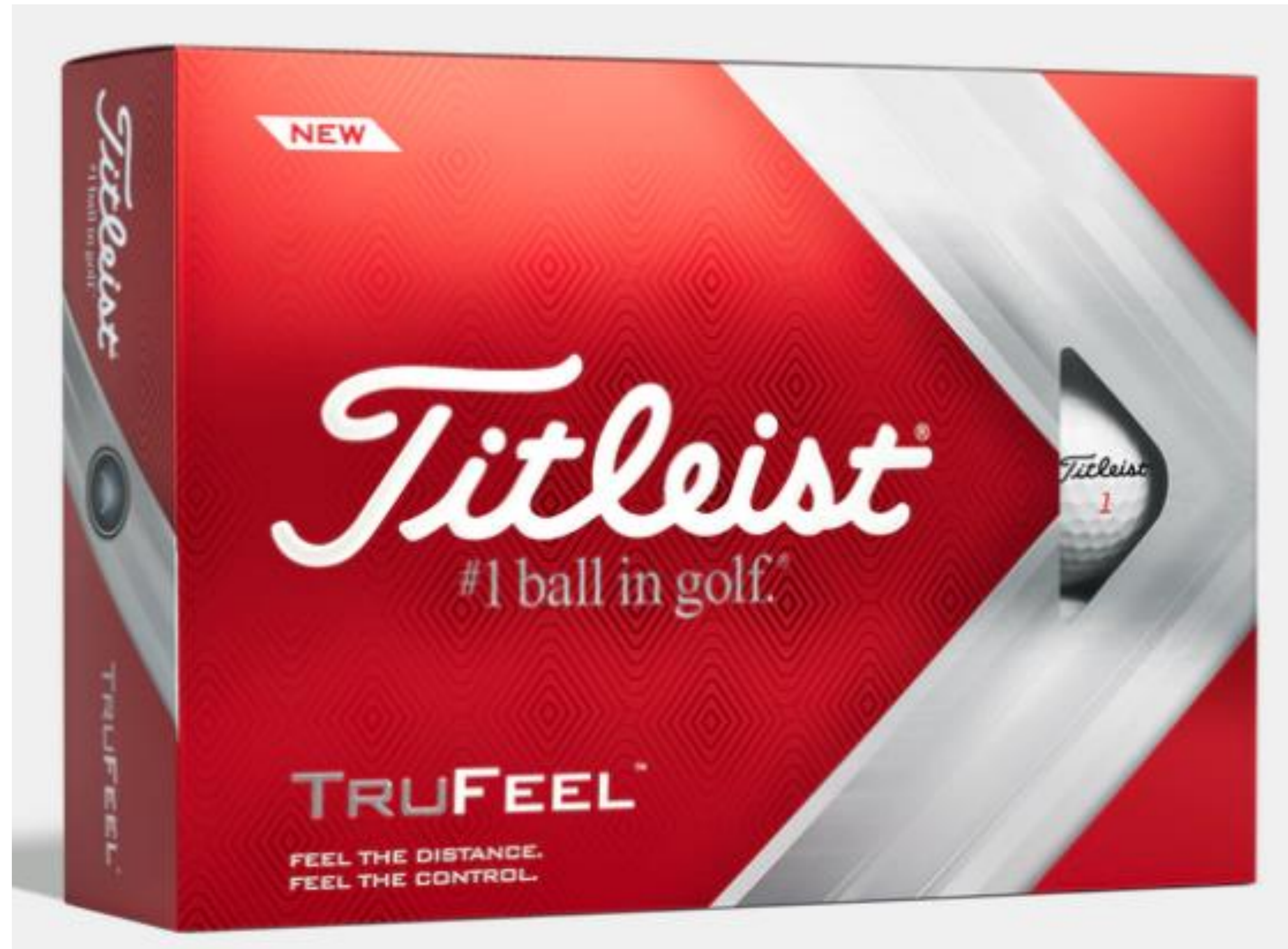
All the feel, all the distance, all Titleist. New Titleist® TruFeel™ is *the softest Titleist golf ball re-designed for more distance than ever before and with a thinner cover for improved feel around the green.* Plus, the quality you expect from the #1 ball in golf.

Benefits

- Ultra-Soft Feel
- Longer Distance
- Excellent Greenside Control
- Trusted Quality and Consistency

Features

- Larger and Faster TruTouch Core
- Thinner Titleist TruFlex Cover
- Spherically-Tiled 376 Tetrahedral Dimple Design
- Available in White and High Optic Yellow.



TOUR SPEED

Titleist® Tour Speed is a **three-piece**, thermoplastic urethane covered golf ball providing exceptional distance in the long game and precise short game scoring control.

Benefits:

- **Exceptional Distance**
- **Increased Speed**
- **Penetrating Flight on Long Game Shots**
- **Precise Scoring Control**
- **Soft Feel**

Features:

- Technology Driven Core Design
- Fast Ionomer Casing Layer
- Proprietary Thermoplastic Urethane Cover
- 346 Quadrilateral Dipyramid Dimple Design



NEW TOUR SPEED GOLF BALL
COMING IN SPRING 2022

TOUR SOFT

The Titleist® *Tour Soft* golf ball features the largest core Titleist has ever produced and is fast and long off the tee. The *large core* dimensions require the high-performance *cover to be very thin, increasing short game spin around the green.*

Benefits:

- *Commanding Distance*
- *Responsive Feel*
- *Advanced Short Game Control*
- *Penetrating Trajectory and Consistent Flight*

Features

- Largest Titleist Core Design = Very Soft Feel & Long Distance
- Very Thin Cover
- 342 Cuboctahedron Dimple Design
- Available in White and High Optic Yellow



NEW TOUR SOFT GOLF BALL
COMING IN SPRING 2022

PINNACLE

Dialed up for Peak Performance

- Best in class Performance and Quality

Models:

- Rush and Soft

Colors:

- White and Yellow (Rush only)





TITLEIST & PINNACLE CUSTOM GOLF BALLS & PACKAGING

NEW CUSTOM PACKAGES FOR 2022

SUPER PREMIUM WOODEN BOX FOR EXCLUSIVE EVENTS INCLUDES:

- One dozen golf balls - **Pro V1 or Pro V1x only**
- Metal badge with engraved tournament name
- Minimum order qty = 48 boxes / 48 dozen balls
- Available to Ship = March 1, 2022

TOURNAMENT KIT INCLUDES:

- 3-ball sleeve, divot tool, ball marker and 5 tees inside box
- Available for all Titleist golf ball models
- Ideal for Corporate tournaments
- Minimum order qty = 48 kits / 12 dozen balls
- Also available with a Custom Wrap that slides over the Kit
- Available to Ship = March 1, 2022

NEW - SUPER PREMIUM WOODEN BOX FOR EXCLUSIVE EVENTS



NEW - TITLEIST TOURNAMENT KIT



POPULAR CUSTOM PACKAGING OPTIONS

CUSTOM HALF-DOZEN W/ RECYCLABLE TRAY:

- Tray holds six (6) Titleist golf balls
- All Titleist golf ball models available
- Customized wrap slides over half-dozen
- Minimum order quantity = 48 trays / 24 dz. balls

CUSTOM DOZEN WRAP:

- Custom wrap slides over dozen golf balls
- Great custom packaging option and less expensive than fully customized dozen
- Available on all Titleist golf balls
- Minimum 48 dozen
- Color Options All PackEdge dozen template

CUSTOM HALF-DOZEN WITH RECYCLABLE TRAY NEW
CUSTOM DOZEN WRAP



CUSTOM DOZEN
WRAP

POPULAR CUSTOM PACKAGING OPTIONS

TITLEIST / YETI TUMBLER:

- Includes one 3-ball sleeve of custom Titleist Pro V1 or Pro V1x golf balls
- Tumbler available in black only
- All tumblers include the Titleist logo etched in silver

TITLEIST CUSTOM TUMBLER:

- Includes one 3-ball sleeve of custom golf balls
- Tumblers are available in stainless, white or black
- White and stainless tumbler will allow for a 4-color logo
- Black tumbler offers a silver etching
- All will include a Titleist logo on one side of tumbler
- Also available with just the Titleist logo

TITLEIST / YETI THREE BALL TRAVEL MUG



CUSTOM TITLEIST TUMBLER



Minimum Order for both options is 48 Tumblers / 12 dz golf balls

POPULAR CUSTOM PACKAGING OPTIONS

TITLEIST CUSTOM 4-BALL WATER BOTTLE:

- Includes 4 custom golf balls, all Titleist models
- Available in white and black
- White water bottle will allow for a 4-color logo, black water bottle offers a silver etching
- Both colors will include a Titleist logo on one side of the bottle
- Minimum order quantity = 36 bottles/12 dz. Balls
- Also available with just the Titleist logo

TITLEIST CUSTOM PACKAGED DOZEN CUBE:

- Unique design for your corporate custom golf balls
- Each cube holds 4 custom sleeves and 12 custom golf balls
- Minimum order quantity = 48 dozen

TITLEIST CUSTOM 4-BALL WATER BOTTLE



TITLEIST CUSTOM PACKAGED DOZEN CUBE



POPULAR CUSTOM PACKAGING OPTIONS

TITLEIST PRO V1 AND PRO V1X HALF-DOZENS:

- Pro V1 and Pro V1x half-dozen are the perfect option for corporate, tournament or special event gifts.
- Customize the #1 Ball in Golf with your corporate logo in a unique package design
- Half the price of one dozen Pro V1 or Pro V1x
- Minimum Order Quantity = 24 half-dozen / 12 dozen golf balls

TITLEIST PRO V1 HALF-DOZEN



TITLEIST PRO V1X HALF-DOZEN

