

XXIO...
the No. 1 golf
equipment brand
in Japan for 17
consecutive years
continues its stealth
growth in America.



A Different Story

"ALMOST ALL MANUFACTURERS start with a Tour strategy targeting the 'top of the pyramid.' At XXIO, we took a different paradigm, concentrating on the 50-year-old golfer yearning to gain back a couple of extra yards." – CHUCK THIRY

BEHIND THE NAME XXIO: The Roman numerals XXI represent the 21st century and the "O" sound in Japanese means leader. Combined, XXIO stands for leader in the 21st century.

HUNTINGTON BEACH, CALIFORNIA: When Boeing launched the revolutionary Dreamliner aircraft, engineers praised its use of exotic materials to create an aircraft that is 20 percent lighter than comparable planes. So, it seems fitting that XXIO has its U.S. headquarters in the heart of Southern California's aerospace corridor.

"Swing speed equals distance," explained Chuck Thiry, vice president of XXIO. "Most 'big' technological breakthroughs over the last two decades have benefitted stronger players with higher swing speeds. Several years ago, the trampoline effect of clubfaces was a major topic. It was a nice marketing slogan, but provided little benefit to the majority of golfers with moderate swing speeds. At XXIO, everything we do starts with the average player and is designed to make the game easier for them.

"Similar to Boeing's Dreamliner, our clubs are 20 percent lighter than other major golf equipment brands. XXIO's grips and shafts are literally half the weight of competitors. Our engineers have found a way to increase speed and distance for those of



"I'M PROUD to be on board as XXIO's new global ambassador. It's perhaps a less familiar name in certain parts of the world...but trust me, this company is really going places!" – ERNIE ELS

us who are struggling to maintain what we used to have.

"XXIO also owns its factory that produces graphite shafts," continued Thiry. "Total control allows us to establish tight manufacturing tolerances [like the aerospace industry], creating clubs that maximize kinetic energy transfer at time of impact. All components are made to work together as one unit. The end result? You hit the ball farther."

The largest golf market outside of America is Japan, with 10 million golfers and \$3 billion in golf equipment sold each year. "You may be surprised to learn XXIO has been the No. 1 golf equipment brand in Japan for 17 *consecutive* years with 30 percent market share," praised Thiry. "It's a streak unmatched around the world."

Last year Merriam-Webster added 850 new words and definitions to its dictionary, including wordie (a lover of words) and glamping (luxurious outdoor camping). "As XXIO [pronounced zek-see-oh] continues to gain market share, it's a name that needs to be added to your lexicon," chuckled Thiry. ■

For more information, please visit XXIOusa.com.