

RETURNING SPEED TO YOUR GAME

AT XXIO, ENGINEERS FOCUS ON A FORGOTTEN SEGMENT IN GOLF:
THE AVERAGE PLAYER.

HUNTINGTON BEACH, CALIFORNIA: According to Harvard Health, muscle loss is a natural part of aging. After 30, you begin to lose as much as 3 to 5 percent of muscle mass per decade. Luckily, there's a club brand out there willing to do something about it.

"As we age, our swing naturally slows down," said Chuck Thiry, vice president at XXIO Golf's North American division, "but speed and distance are critical in golf. You need distance to post a decent scorecard but, more importantly to us, it's key to overall enjoyment of the game."

From day one, XXIO has taken an approach to engineering golf clubs by focusing solely on the underserved 'moderate' swing speed golfer. "Generating more speed is the fastest way to improvement for guys on the slower side," continued Thiry. "Most manufacturers concentrate their efforts on equipment for stronger tour players. In general, this leads to heavy, low-spinning designs. Now, that's great for tour pros but it's a disaster for those of us losing speed as we age. That's why our entire focus is to deliver more speed and distance for the golfer who needs it."

That philosophy was the driving force behind XXIO's newest equipment launch, the XXIO Prime Woods and Irons, which hit the market this year. The Prime driver weighs just 250 grams that, according to Thiry, is 20 percent lighter than the average driver you will find on the shelves of your local pro shop.

"Moderate swing speed golfers will instantly be faster with Prime, without consciously swinging harder," said Thiry, "simply because it's so light and easy to get moving. You will notice the XXIO difference right away, especially the distance gains."



"I'M PROUD to be on board as XXIO's 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



GETTING THE WORD OUT

XXIO has been the No. 1 golf equipment manufacturer in Japan for 18 consecutive years but is growing rapidly in the United States, thanks to a new marketing and distribution push in recent years. The linchpin to that success, according to Thiry, has been trial programs. Courses throughout the country offer XXIO Trial Sets, a free demo program that allows you to play a complete round with a full bag of the brand's clubs.

In addition to in-store trials and limited television and print exposure, XXIO also reaches new customers, thanks to a partnership with The Big Easy himself, Ernie Els.

"Ernie is the perfect evangelist for our brand," said Thiry. "He is known around the world for his smooth, easy swing, and that's exactly what XXIO is all about. There's no one on the planet better suited to share our story and we're proud to work with Els and his team as we spread our message of easy, enjoyable golf." ■

To learn more about the XXIO products, demo their clubs, or find a certified retailer near you, please visit their website: XXIOUSA.com.