



ATTENTION TO DETAIL: EACH XXIO CLUB HAS A UNIQUE SHAFT AND GRIP TO KEEP THE BALANCE AND FEEL PERFECT THROUGHOUT THE SET.



XXIO HAS BEEN THE NO. 1 BRAND IN JAPAN FOR MORE THAN TWO DECADES.



If Golf Is Your Life

XXIO

allows you to add speed without adding effort.

HUNTINGTON BEACH, CALIFORNIA: As you age, you naturally lose muscle mass. Beginning around age 30, you begin to lose three to five percent of muscle mass each decade, which, in turn, reduces physical function and increases your risk of injury.

“XXIO is founded on the principle of engineering golf equipment for the average swing speed player,” explained Brian Schielke, director of marketing. “Making equipment easier to swing and more enjoyable to play is our singular focus, and has been for two decades. This easy-to-swing philosophy has generated clubs that generally weigh 20 percent less than most other major brands. Think of picking up two dumbbells, one 20 percent lighter than the other, and having to complete 150 reps [about how many swings we take each time we hit the links]. With 20 percent less force exerted on the body, you are able to finish your round stronger, feel better doing so, and play more often.”

Typically, golf manufacturing engineers cater to Tour staff players. “That leads to heavier, lower spinning equipment. That’s great for the best and strongest players in the world, but not necessarily perfect for the rest of us,” continued Schielke. “Combining both lightweight and high balance point designs make XXIO truly unique and easier to swing.”

The performance differential for the average player with XXIO in their bag may be staggering. Although everyone will gain noticeable swing speed, those with more moderate swing speeds will likely bear the most benefit.

“To gain more trial, we’ve outfitted our dealers with trial sets, expanded our XXIO Experience Vans to reach more people, and have an online demo program for those without a XXIO dealer in their area,” said Schielke. “We encourage every golfer to experience the difference for themselves and try XXIO.” ■

Learn more about performance benefits at XXIOusa.com.

“THERE ARE OTHER lightweight clubs in golf, and some high balance point designs, but no other club features the same lightweight *and* high balance point combination as XXIO.”

– BRIAN SCHIELKE, DIRECTOR OF MARKETING, XXIO