

XXIO Prime XI



# A WEIGHTY ISSUE

*The story behind XXIO and why light is right.*

HUNTINGTON BEACH, CALIFORNIA: A question for golf purists: Can you name the four largest global brands in golf? The first three will come as no surprise—Callaway Golf, TaylorMade, and Titleist. The fourth will raise your eyebrow. It's the parent company of XXIO, based in Japan.

“One measurement of success our competitors closely follow is Tour player penetration. Being No. 1 in driver count or ball usages on Tour has long been a status symbol and used relentlessly in marketing,” said Chuck Thiry, vice president at XXIO. “The products that Tour Players use may not always be the best products for baby boomers and women, particularly when it comes to selecting the correct weight.

“Everyone loves to follow the flat-belly superstars on the Tours,” continued Thiry. “It's exciting to watch them bomb 330-yard drives. But the fact of the matter is that they represent the ability of less than a fraction of one percent of golfers. Next time you are on the practice range, look at everyone's swing and ball flight. You will quickly agree that we all need as much help as we can get.

“We have chosen a different path and stayed true to our mission to deliver golf clubs for players with moderate swing speeds. Our newest products—XXIO Prime XI—are the lightest clubs in the market,” proudly stated Thiry. “On average, they are 20 percent lighter than the competition. To put this into perspective, we have reduced

the weight of our driver by the same mass of two AA batteries. The results are significant. You generate more clubhead speed, thus more distance.

“The feat is not as simple as using lighter materials. I like to compare it to reducing the weight of a Lexus to a Toyota, but performing to the standards of a Maserati,” explained Thiry.

“Our engineers behind XXIO clubs established a dichotomy during research. Amazingly, while they were able to reduce the weight across the clubhead, shaft, and grip, they actually added weight to the butt end of the

**“I'M PROUD to be on board as XXIO's global ambassador. Their high-quality products and innovative technologies help the average golfer play better golf. I'm all for that.” — ERNIE ELS**

grip with counter balancing technology. This may seem counterintuitive, but thorough testing reveals the technology helps to naturally position the club correctly at the top of the swing, setting the stage for a proper downswing.

“Over the past five years, the number of golf shops fitting XXIO has ballooned from 90 to 900,” said Thiry. “We are bullish on the future and perfectly positioned to help baby boomers play better and enjoy the game more.” ■

*For more information, please visit [XXIOusa.com](http://XXIOusa.com).*