

# The Race to Forgiveness

*XXIO 12 sits at the conflux of ease and power.*

HUNTINGTON BEACH, CALIFORNIA: The Distance Insights project, a joint initiative by the USGA and The R&A, is a program to study the past, present, and future impacts of distance in golf.

“Years ago, all manufacturers concentrated on the coefficient of restitution [COR] in golf,” explained Chuck Thiry, vice president at XXIO. “The basic concept was measuring the energy loss when two objects collide [think the clubface and golf ball at impact]. The more energy transferred to the golf ball equals greater distance. Now, attention has turned to widening the sweet spot on the clubface from the size of a pea to a quarter so even mishits benefit from the trampoline effect at impact.”

## BESPOKE COMPONENTS

XXIO is a brand growing rapidly in America. “While we are still new to many U.S. consumers, XXIO has a long history of R&D breakthroughs,” said Chuck. “For over 20 years XXIO has been the leading brand in Japan and Korea, two markets that are ‘golf crazy’ and embrace technological incremental improvements.

“Our success is directly correlated to our mission to design and manufacture the most forgiving equipment for the *moderate swing speed* player. We are not all things to all people.”

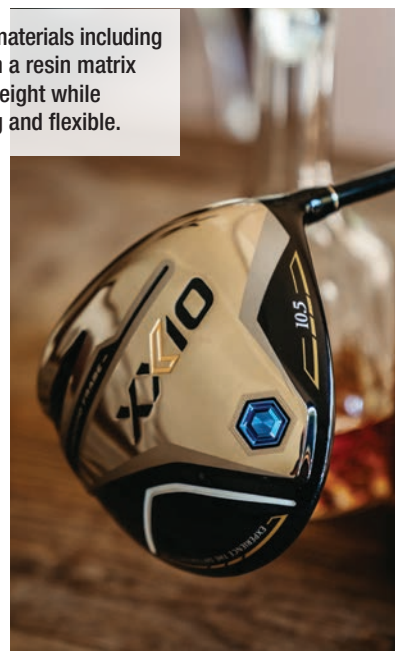
Two performance improvements in XXIO 12 are *weight plus* and *ActivWing* technologies.

“Our *weight plus* expertise, depending on the particular club you are hitting, places three to nine grams of weight at the butt end of the grip,” described Chuck. “The counterbalancing technique helps to keep the club on the correct path, thus increasing the chance of a solid hit at impact.

“XXIO engineers also created *ActivWing* design



Advanced shaft materials including carbon fiber with a resin matrix reduce overall weight while remaining strong and flexible.



specs. By manipulating airflow, we have improved aerodynamics. Subtle forces generated by the airfoil shape doesn't slow swing speed, but does help correct face angle, and ultimately reduces slices and puts more shots directly on the sweet spot.

“No matter your age demographic, an average amateur golfer shoots in the low 90s,” concluded Chuck. “Doesn't the prospect of utilizing decades of our ultra-lightweight club innovations, ultramodern materials, and aerodynamic tech into your game sound appealing?” ■

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