

# FACE TO FACE

*WITH THE TECHNOLOGY THAT MADE US #1 IN GOLF*

You want to talk about game-changing innovation?  
Here's what happened when we put in our Face Cup Technology.



Hyper Speed Face Cup

## FACE CUP MADE US #1 IN FAIRWAY WOODS

We knew the Face Cup was going to be big when we first introduced it in our Fairway Woods. And sure enough, golfers started picking up more ball speed and distance, and we shot up to #1 in the category. There's a reason we've put it into all of our new Fairway Woods, including XR 16 and Great Big Bertha.

## FACE CUP MADE US #1 IN HYBRIDS

When we brought Face Cup to our Hybrids, we quickly jumped up to #1 in that category too. Coincidence? Of course not. Golfers love the ball speed they get across the face, along with the versatility they expect from a great Hybrid. That combination of distance and playability can help all golfers.



Hyper Speed Face Cup



## FACE CUP MADE US #1 IN IRONS

We've engineered our Face Cup technology into our Irons, and now we've redefined ball speed in this category too. We're also proud to say that we're the #1 Irons in Golf. By now, you understand that the Face Cup is built to give you a lot more speed and distance. Go try it out now, and see what it can do for your game.



## #FACECUPFACEOFF

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