



PRODUCT MANUAL

INDULGE IN DISTANCE



INTRODUCING XXIO PRIME

INDULGE IN A LEVEL OF LUXURY PERFORMANCE THAT ONLY COMES FROM THE WORLD LEADER IN ULTRA-LIGHTWEIGHT GOLF EQUIPMENT. DESIGNED SINGULARLY FOR YOUR MODERATE SWING SPEED, ALL-NEW XXIO PRIME DELIVERS A DISTANCE AND ACCURACY EXPERIENCE FAR BEYOND THE CAPABILITIES OF ORDINARY GOLF CLUBS.

PRIME IS EASY DISTANCE AND EASY ACCURACY FOR YOUR MODERATE SWING SPEED. WE'VE ACHIEVED THIS PERFORMANCE WITH SPECIALIZED TECHNOLOGIES THAT CATER SOLELY TO YOUR SWING CHARACTERISTICS ALONG WITH ASTOUNDING CRAFTSMANSHIP AND ATTENTION TO DETAIL.



DRIVER

STRIKE THE BALL SQUARE ON THE FACE WITHOUT CHANGING YOUR SWING.

WE COMPLETELY REDESIGNED THE DRIVER'S HOSEL STRUCTURE AND REDUCED STIFFNESS AT THE TIP OF THE DRIVER SHAFT. THIS MAKES IT EASIER TO SHUT THE FACE AT IMPACT AND STRIKE THE BALL SQUARE FOR LONGER, STRAIGHTER DRIVES.

NEW SHAPING AND A REPOSITIONED CENTER OF GRAVITY PROVIDE A STRAIGHTER BALL FLIGHT.



A HIGHER TOE, MORE UPRIGHT LIE ANGLE, AND REPOSITIONED HOSEL MAKE IT EASIER TO SHUT THE FACE AT IMPACT, REDUCING ERRANT TEE SHOTS AND HELPING YOU HIT STRAIGHTER DRIVES WITH LESS SLICE.

HOW PRIME
HELPS YOU HIT
STRAIGHTER
DRIVES

STANDARD DRIVER

THE FACE DOES NOT CLOSE AT IMPACT, CAUSING YOU TO LOSE DISTANCE AND SLICE THE BALL.

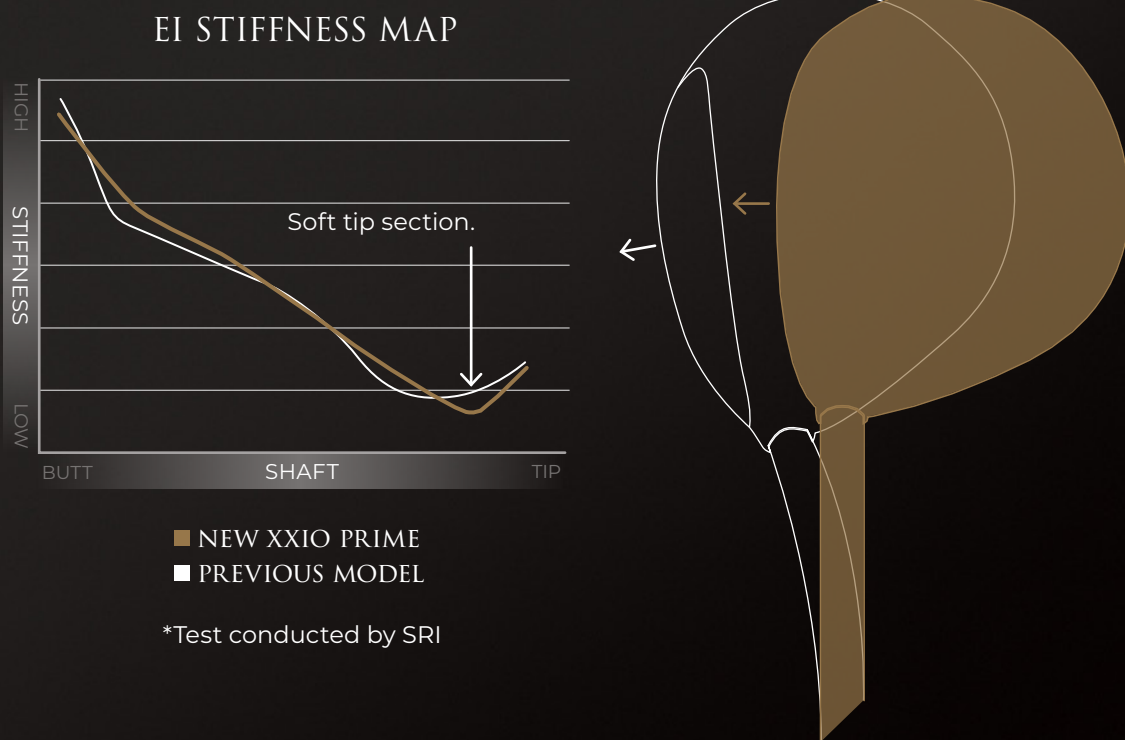


A SOFTER TIP SECTION HELPS YOU HIT STRAIGHTER DRIVES.



XXIO Prime SP-1000 Driver Shaft

A SOFTER TIP ACTIVELY ASSISTS YOU IN CLOSING THE FACE AT IMPACT.



XXIO PRIME DRIVER

BY HELPING YOU CLOSE THE FACE AT IMPACT,
XXIO PRIME HITS LONGER, STRAIGHTER DRIVES.



DRIVER

INCREASE YOUR SPEED AND HIT LONGER DRIVES WITHOUT CONSCIOUSLY CHANGING YOUR SWING.

NEW XXIO PRIME DRIVERS ARE LONGER BUT ALSO LIGHTER, MAKING THEM FASTER WHILE STILL EXTREMELY EASY TO SWING.

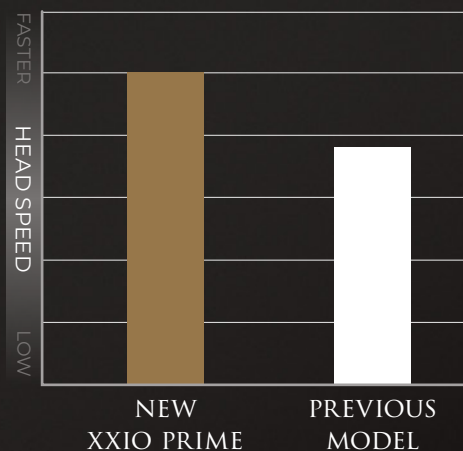
THINNER, STRONGER TITANIUM MAKES A LIGHTER, FASTER DRIVER. -2G COMPARED TO THE PREVIOUS MODEL



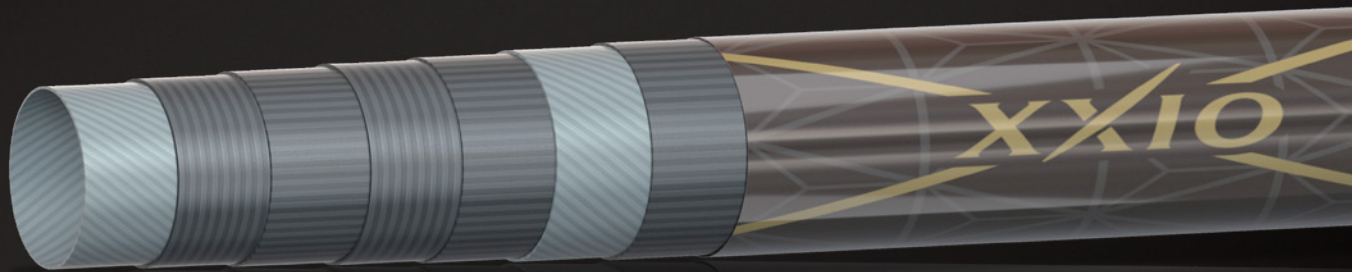
THE NEW XXIO PRIME DRIVER ADDS SPEED WITHOUT REQUIRING CONSCIOUS SWING CHANGES.

W#1 Driver head speed equivalent to 35m/s (previous model)

*Test conducted by SRI



GET MORE LENGTH WITH ZERO ADDITIONAL WEIGHT. WE'VE MAINTAINED A SHAFT WEIGHT OF 36 GRAMS EVEN AFTER ADDING 0.5 INCHES OF LENGTH FOR A FASTER DRIVER THAT'S STILL EASY TO SWING.



THE WALLS OF OUR NEW SHAFT ARE 2% THINNER THAN THE PREVIOUS MODEL'S.

HIGH-STRENGTH, HIGH-ELASTICITY CARBON CALLED TORAYCA® T1100G, PLUS RESIN WITH NANOALLOY® TECHNOLOGY, TOGETHER PRODUCE A SHAFT THAT'S BOTH THINNER AND STRONGER.

NEW XXIO PRIME
46.5 inches, 36 grams

PREVIOUS MODEL
46.0 inches, 36 grams

*R shaft

	NEW XXIO PRIME	COMPARISON TO PREVIOUS MODEL	PREVIOUS MODEL	COMPETITOR AVERAGE
Club weight (g)	250	-2	252	311
Length (in)	46.5	+0.5	46	45.7
Swing Balance	D3	—	D3	D3
Head Weight (g)	185	-2	187	201
Shaft Weight (g)	36	—	36	58

Competitor Average is the Average of the top 3 market share drivers in 2018

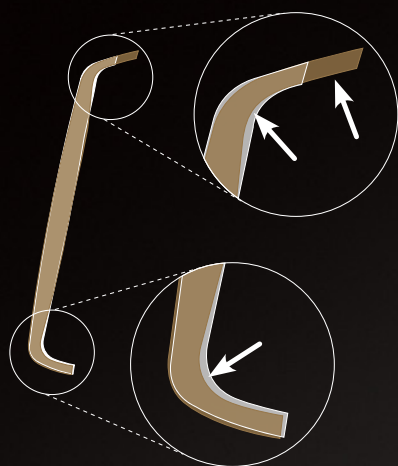
DRIVER

EXPANDED COR ACROSS THE FACE INCREASES BALL SPEED FOR ENHANCED DISTANCE.

A NEW FORGED CUP FACE MADE FROM SUPER-TIX® PLUS TITANIUM IS LIGHTER, THINNER, AND STRONGER FOR MAXIMUM COR ACROSS THE ENTIRE FACE.

EXPANDED COR ACROSS THE FACE

NEW XXIO PRIME FEATURES A 103% LARGER SWEET SPOT COMPARED TO THE PREVIOUS MODEL.



■ NEW XXIO PRIME
■ PREVIOUS MODEL

THE ALL-NEW SUPER-TIX® PLUS TITANIUM CUP FACE. A THINNER FACE FLEXES MORE AT IMPACT, RESULTING IN MORE SPEED AND DISTANCE.



A LARGE WEIGHT PORT DEEPENS AND LOWERS THE CENTER OF GRAVITY.

A 6.5 GRAMS WEIGHT LOW AND DEEP OPTIMIZES CG FOR A HIGH LAUNCH.

MORE BALL SPEED WITH MORE FACE FLEX. INCREASED COR FROM THE BOTTOM OF THE FACE TO THE TOE AND HEEL AREAS ADDS BALL SPEED ON OFF-CENTER HITS.

REDUCE OR ELIMINATE YOUR SLICE WITHOUT CHANGING YOUR SWING.

NEW XXIO PRIME DOESN'T JUST STRAIGHTEN YOUR SHOT SHAPE, IT ACTUALLY ENCOURAGES A DRAW-BIASED TRAJECTORY. BUT IT'S AUTOMATIC, SO YOU DON'T NEED TO CHANGE YOUR SWING TO EXPERIENCE THE BENEFITS.

XXIO PRIME GOES FARTHER WITHOUT SLICING INTO THE RIGHT TREES.

NEW
XXIO PRIME

184.2 yds

Compared to
previous model

+2.9 yds

Compared to
competitor

+3.5 yds

Player test distance comparison for Driver:
Driver head speed equivalent to 35m/s

*Test conducted by SRI

NEW XXIO PRIME

PREVIOUS MODEL

COMPETITOR

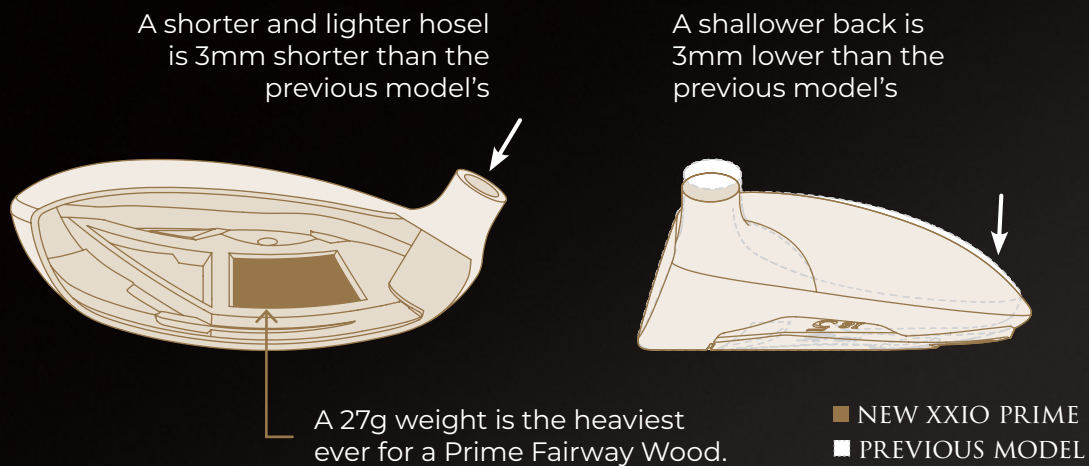
XXIO PRIME'S SOLE DESIGN AND SOUND RIBS ARE AUDIO-ENGINEERED FOR A MORE SATISFYING IMPACT SOUND AND FEEL.

FAIRWAY WOODS

LAUNCH FAIRWAY SHOTS HIGHER AND WITH MORE DISTANCE.

A LOW CENTER OF GRAVITY AND SUPER-TIX® PLUS FORGED TITANIUM CUP FACE HELP YOU HIT IT HIGHER WITH MORE BALL SPEED.

LOW CG CONSTRUCTION GIVES YOU A HIGHER LAUNCH.



A REPOSITIONED HOSEL HELPS YOU STRIKE IT SQUARE.
WITH A SHAFT AXIS 2MM CLOSER TO THE FACE CENTER, PRIME
FAIRWAY WOODS HELP YOU HIT LONGER, STRAIGHTER SHOTS.



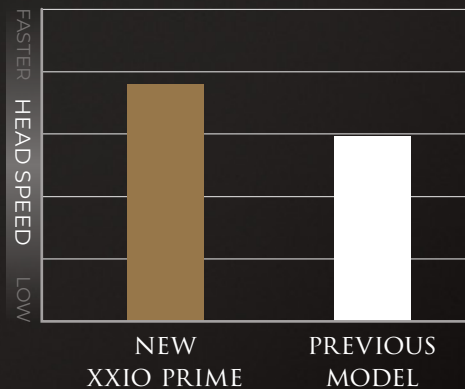
INCREASE YOUR SPEED WITHOUT
CONSCIOUSLY CHANGING YOUR SWING.

COMPARED TO PREVIOUS MODEL:

- 0.25 INCHES LONGER SHAFT
- 1 GRAM LIGHTER CLUB WEIGHT
- #3: R SHAFT

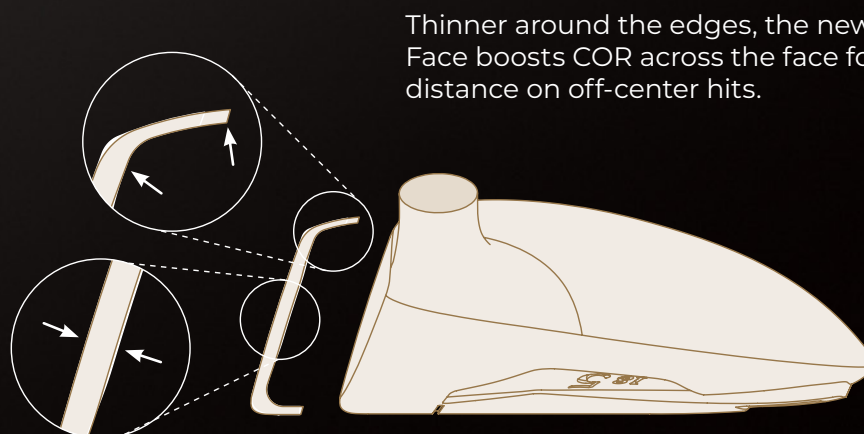
W#3 R Flex, head speed equivalent
to 35m/s (previous model)

*Test conducted by SRI



ENJOY MORE SPEED AND DISTANCE WITH A FORGED CUP FACE.

THE SUPER-TIX® PLUS FORGED TITANIUM CUP FACE DRAMATICALLY INCREASES BALL
SPEED ON SHOTS STRUCK ACROSS THE ENTIRE FACE.



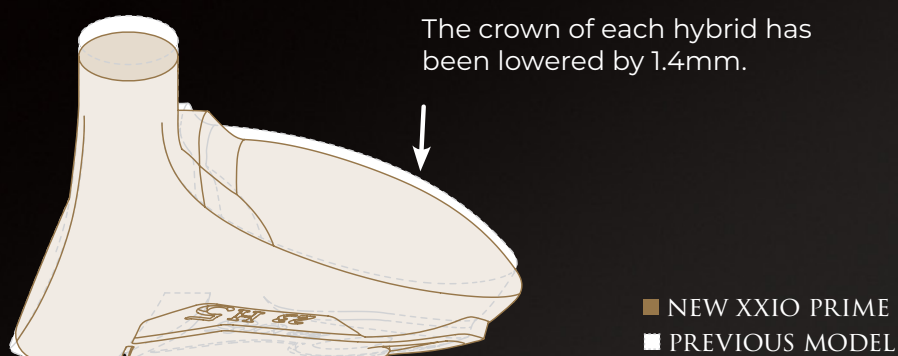
Thinner around the edges, the new Cup
Face boosts COR across the face for more
distance on off-center hits.

HYBRID

REACH MORE GREENS WITH ENHANCED DISTANCE.

WITH EXPANDED COR ACROSS THE FACE, A LOWER CENTER OF GRAVITY, AND A STRAIGHTER BALL FLIGHT, NEW PRIME HYBRIDS GREATLY ENHANCE YOUR DISTANCE, HELPING YOU REACH MORE GREENS IN LESS SHOTS.

LAUNCH HIGH, CONTROLLED SHOTS THAT REACH THE GREEN IN ONE. A CENTER OF GRAVITY PLACED LOW AND DEEP MAKES IT EASY TO LAUNCH THE BALL HIGH AND STRAIGHT.



STRIKE IT SQUARE.

A HIGHER TOE SIDE, LOWER HEEL SIDE, AND LARGER HEEL AREA MOVES THE CENTER OF GRAVITY CLOSER TO THE HOSEL, MAKING IT EASIER TO HIT STRAIGHT SHOTS.



ENHANCED SWING SPEED.

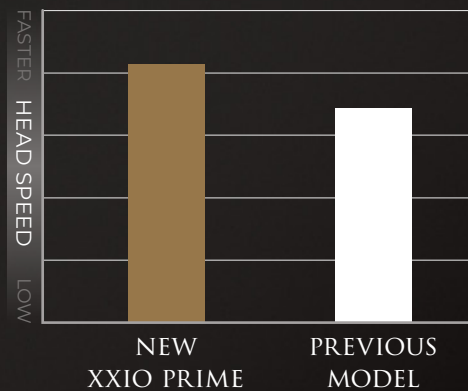
INCREASE YOUR SPEED AND HIT LONGER SHOTS WITHOUT CONSCIOUSLY CHANGING YOUR SWING.

COMPARED TO PREVIOUS MODEL:

- 0.25 INCHES LONGER AND 6 GRAMS LIGHTER THAN THE PREVIOUS MODEL.
- H5 R SHAFT

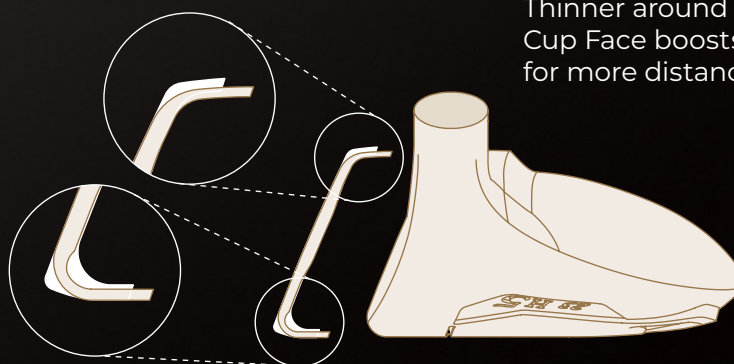
H5: Head speed equivalent to 35m/s with hybrid (previous model)

*Test conducted by SRI



MAXIMUM COR ACROSS THE FACE.

A FORGED MARAGING STEEL CUP FACE IMPROVES BALL SPEED FOR INCREDIBLE DISTANCE PERFORMANCE.



Thinner around the edges, the new Cup Face boosts COR across the face for more distance on off-center hits.

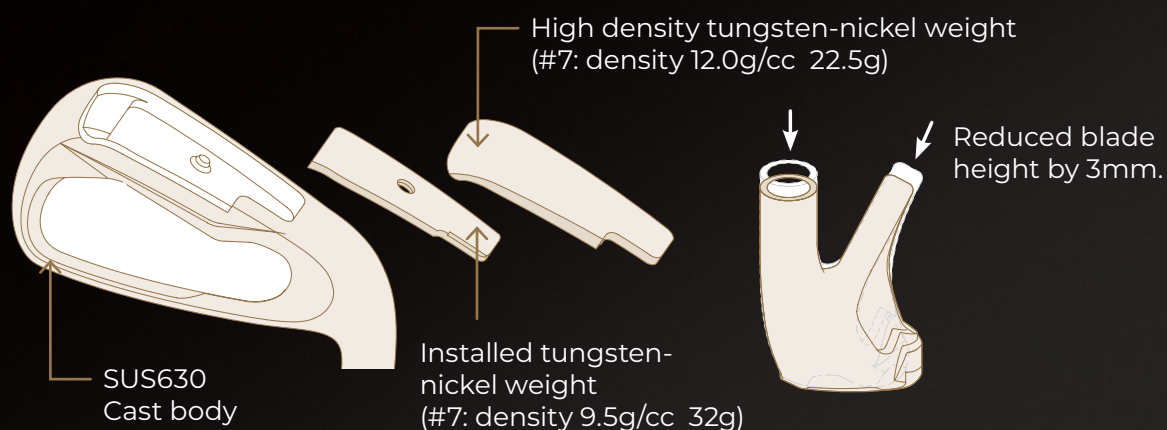
IRONS

GET MORE DISTANCE AND STOPPING POWER WITH A HIGHER LAUNCH.

A FORGED SUPER-TIX® PLUS TITANIUM FACE AND CNC MILLED SPEED GROOVE GREATLY INCREASE BALL SPEEDS FOR MORE DISTANCE AND A HIGHER LAUNCH.

EASILY ATTAIN A HIGHER LAUNCH ON EVERY IRON SHOT.

HIGH DENSITY TUNGSTEN WEIGHTS AND A SHORTER OVERALL BLADE PROFILE LOWER THE CENTER OF GRAVITY, MAKING IT EASY TO HIT HIGH-LAUNCHING SHOTS.



STRIKE IT SQUARE

A REPOSITIONED TOE AND MORE UPRIGHT LIE ANGLE MAKE IT EASIER TO SQUARE THE FACE AT IMPACT.



INCREASE YOUR SPEED.

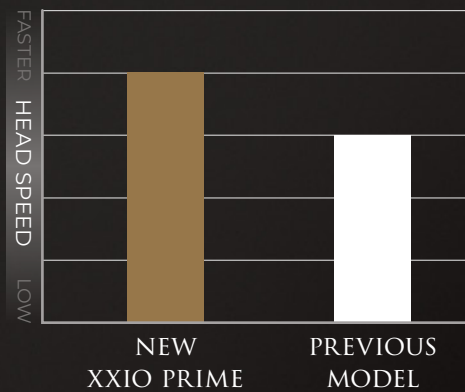
HIT LONGER IRON SHOTS WITHOUT CONSCIOUSLY CHANGING YOUR SWING.

COMPARED TO PREVIOUS MODEL:

- 0.25 INCHES LONGER SHAFT
- 4 GRAM LIGHTER CLUB WEIGHT

I#7: Head speed equivalent to 35m/s with iron (previous model)

*Test conducted by SRI



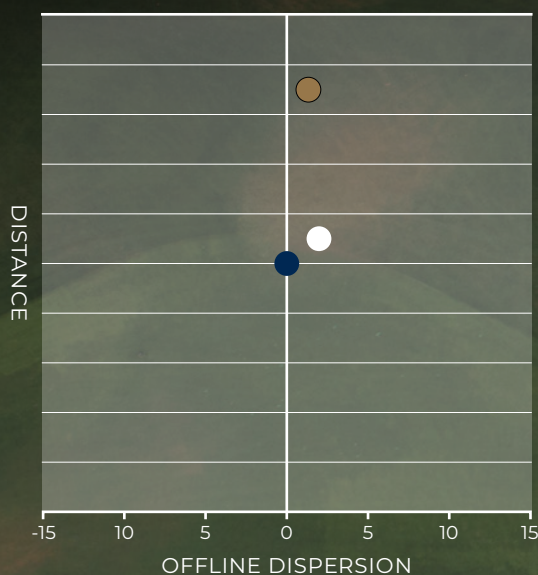
INCREASE FACE FLEX FOR MORE COR ACROSS THE FACE

The new Speed Groove is CNC Milled into the back of the titanium face plate, increasing ball speed and distance across the face.



REDUCE OR ELIMINATE YOUR SLICE WITHOUT CHANGING YOUR SWING.

NEW XXIO PRIME FAIRWAY WOODS, HYBRIDS AND IRONS DON'T JUST STRAIGHTEN YOUR SHOT SHAPE, THEY ACTUALLY ENCOURAGE A DRAW-BIASED TRAJECTORY. BUT IT'S AUTOMATIC, SO YOU DON'T NEED TO CHANGE YOUR SWING TO EXPERIENCE THE BENEFITS.



3 WOOD

NEW
XXIO PRIME

175.4 yds

Compared to
previous model

+2.9 yds

Compared to
competitor

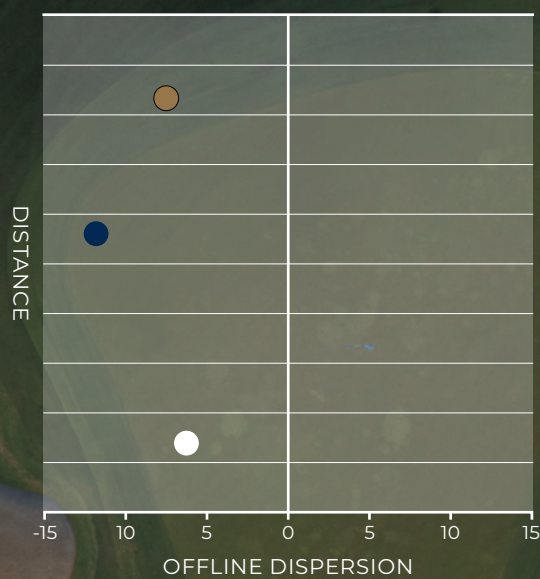
+3.5 yds

Player test distance comparison on driver:
Driver head speed equivalent to 35m/s

*Test conducted by SRI

*Distance: 1 scale = 1 yard

- NEW XXIO PRIME
- PREVIOUS MODEL
- COMPETITOR A



HYBRID #5

NEW
XXIO PRIME

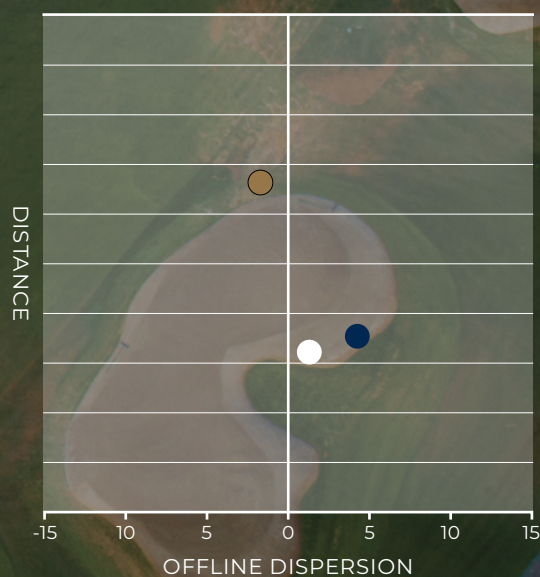
146.2 yds

Compared to
previous model

+6.8 yds

Compared to
competitor

+2.6 yds



IRON #7

NEW
XXIO PRIME

131.7 yds

Compared to
previous model

+3.6 yds

Compared to
competitor

+3.2 yds

DRIVER | XXIO -PRIME-

EXPERIENCE THE UNPRECEDENTED SPEED AND LIGHTWEIGHT FEEL OF THE NEW XXIO PRIME DRIVER. DESIGNED TO HELP YOU ACHIEVE A STRAIGHT BALL FLIGHT WITH ENHANCED DISTANCE, THE XXIO PRIME DRIVER IS AN INDULGENCE IN LUXURY PERFORMANCE CRAFTED EXCLUSIVELY FOR YOUR MODERATE SWING SPEED.

KEY INNOVATIONS:

SUPER-TIX PLUS FORGED TITANIUM CUP FACE

Forged from Super-TIX® PLUS Titanium—a lightweight yet high-strength alloy—the new Cup Face greatly increases distance performance thanks to a hotter sweet spot that's 103% larger than the previous model's.

UNPRECEDENTED LIGHTWEIGHT CONSTRUCTION

The SP-1000 Shaft, with TORAYCA® T1100G carbon fiber and NANOALLOY resin, weighs a mere 36g. That, along with weight savings in the grip and club head, produces a driver that's remarkably fast *and* remarkably easy to swing.

GROUNDBREAKING FORGIVENESS FEATURES

With an expanded toe and narrowed heel, a 6.5g weight that's low and deep, a lighter hosel repositioned closer to the center of the face, and finally, reduced stiffness at the tip of the shaft, this is our most forgiving Prime Driver. Ever.



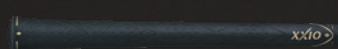
SPECIFICATIONS

LIE LOFT	HEAD ANGLE	HEAD WEIGHT	HEAD VOLUME	SWING LENGTH	SWING WEIGHT	CLUB WEIGHT*	SR	R	R2
10.5°	60°	185g	460cc	46.5in	D3	250g	·	·	
11.5°	60°	185g	460cc	46.5in	D3	250g	·	·	

*Club weights shown are for R flex only

SHAFT: XXIO PRIME SP-1000 GRAPHITE DRIVER SHAFT

GRIP: XXIO PRIME DRIVER GRIP



FAIRWAY WOODS



EXPERIENCE THE UNPRECEDENTED SPEED AND LIGHTWEIGHT FEEL OF NEW XXIO PRIME FAIRWAY WOODS. DESIGNED TO HELP YOU ACHIEVE A STRAIGHT BALL FLIGHT WITH ENHANCED DISTANCE, XXIO PRIME WOODS ARE AN INDULGENCE IN LUXURY PERFORMANCE CRAFTED EXCLUSIVELY FOR YOUR MODERATE SWING SPEED.

KEY INNOVATIONS:

SUPER-TIX PLUS FORGED TITANIUM CUP FACE

Forged from Super-TIX® PLUS Titanium—a lightweight yet high-strength alloy—the new Cup Face greatly increases distance performance thanks to a hotter sweet spot that's noticeably larger than the previous model's.

UNPRECEDENTED LIGHTWEIGHT CONSTRUCTION

The SP-1000 Shaft, with TORAYCA® T1100G carbon fiber and NANOALLOY resin, is strong yet extremely lightweight. That, along with weight savings in the grip and club head, produces woods that are remarkably fast *and* remarkably easy to swing.

GROUNDBREAKING FORGIVENESS FEATURES

With an expanded toe and narrowed heel, a tungsten-nickel inner weight that's low, a lighter hosel repositioned closer to the center of the face, and finally, reduced stiffness at the tip of the shaft, this is our most forgiving suite of Prime Woods. Ever.



SPECIFICATIONS

MODEL	LOFT	LIE ANGLE	HEAD WEIGHT	HEAD VOLUME	LENGTH	SWING WEIGHT	CLUB WEIGHT*	SR	R	R2
3	15°	59°	202g	188cc	43.25in	D2	272g	.	.	.
5	18°	60°	211g	175cc	42.25in	D2	279g	.	.	.
7	21°	60.5°	216g	158cc	41.75in	D2	283g	.	.	.
9	24°	61°	221g	144cc	41.25in	D2	287g	.	.	.

*Club weights shown are for R flex only

SHAFT: XXIO PRIME SP-1000 GRAPHITE WOOD SHAFT

GRIP: XXIO PRIME WOOD GRIP



HYBRIDS | XXIO -PRIME-

EXPERIENCE THE UNPRECEDENTED SPEED AND LIGHTWEIGHT FEEL OF NEW XXIO PRIME HYBRIDS. DESIGNED TO HELP YOU ACHIEVE A STRAIGHT BALL FLIGHT WITH ENHANCED DISTANCE, XXIO PRIME HYBRIDS ARE AN INDULGENCE IN LUXURY PERFORMANCE CRAFTED EXCLUSIVELY FOR YOUR MODERATE SWING SPEED.

KEY INNOVATIONS:

FORGED MARAGING STEEL CUP FACE

Forged from Maraging Steel—a lightweight yet high-strength alloy—the new Cup Face greatly increases distance performance thanks to a hotter sweet spot that's noticeably larger than the previous model's.

UNPRECEDENTED LIGHTWEIGHT CONSTRUCTION

The SP-1000 Shaft, with TORAYCA® T1100G carbon fiber and NANOALLOY resin, is strong yet extremely lightweight. That, along with weight savings in the grip and club head, produces hybrids that are remarkably fast *and* remarkably easy to swing.

GROUNDBREAKING FORGIVENESS FEATURES

With an expanded toe and narrowed heel, plus a crown step that moves weight low, this is our most forgiving suite of Prime Hybrids. Ever.



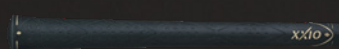
SPECIFICATIONS

MODEL	LOFT	LIE ANGLE	HEAD WEIGHT	HEAD VOLUME	LENGTH	SWING WEIGHT	CLUB WEIGHT*	SR	R	R2
5	23°	60.5°	233g	109cc	39.75in	D0	318g	.	.	.
6	26°	61°	238g	108cc	39.25in	D0	322g	.	.	.
7	29°	61.5°	244g	105cc	38.75in	D0	327g	.	.	.
8	32°	62°	250g	105cc	38.25in	D0	332g	.	.	.

*Club weights shown are for R flex only

SHAFT: XXIO PRIME SP-1000 GRAPHITE HYBRID SHAFT

GRIP: XXIO PRIME HYBRID GRIP



IRONS | XXIO -PRIME-

EXPERIENCE THE UNPRECEDENTED SPEED AND LIGHTWEIGHT FEEL OF NEW XXIO PRIME IRONS. DESIGNED TO HELP YOU ACHIEVE A STRAIGHT BALL FLIGHT WITH ENHANCED DISTANCE, XXIO PRIME IRONS ARE AN INDULGENCE IN LUXURY PERFORMANCE CRAFTED EXCLUSIVELY FOR YOUR MODERATE SWING SPEED.

KEY INNOVATIONS:

SUPER-TIX PLUS TITANIUM FACE WITH SPEED GROOVE

Made from Super-TIX® PLUS Titanium—a lightweight yet high-strength alloy—the new iron faces also feature a CNC milled speed groove that greatly increases COR for a larger, hotter sweet spot that improves ball speed for enhanced distance.

UNPRECEDENTED LIGHTWEIGHT CONSTRUCTION

The SP-1000 Shaft, with TORAYCA® T1100G carbon fiber and NANOALLOY resin, is strong yet extremely lightweight. That, along with weight savings in the grip and club head, produces irons that are remarkably fast *and* remarkably easy to swing.

GROUNDBREAKING FORGIVENESS FEATURES

With two high-density tungsten nickel sole weights and an overall profile that's 3mm shorter than the previous model, this is our most forgiving suite of Prime Irons. Ever.



SPECIFICATIONS

MODEL	LOFT	LIE ANGLE	BOUNCE ANGLE	FACE PROGRESSION	LENGTH	SWING WEIGHT	CLUB WEIGHT	R
5	22°	61.5°	1°	1.5mm	38.25in	C9	334g	•
6	25°	62°	1°	2mm	37.75in	C9	340g	•
7	28°	62.5°	1°	2mm	37.25in	C9	345g	•
8	32°	63°	2°	2mm	36.75in	C9	351g	•
9	37°	63°	3°	2.5mm	36.25in	C9	357g	•
PW	42°	63.5°	4°	3.5mm	35.75in	C9	364g	•
AW	48°	63.5°	5°	5mm	35.75in	D0	366g	•
SW	56°	63.5°	12°	5mm	35.75in	D0	366g	•

SHAFT: XXIO PRIME SP-1000 GRAPHITE IRON SHAFT



GRIP: XXIO PRIME IRON GRIP



XXIO
-PRIME-