New XXIO Prime Fairway

**Product Name:** New XXIO Prime Fairway woods

**Product Intro Date:** 16th November 2016

**Product At Retail Date:** 14.12.2016

**Product Head-liner**: Longer, Higher, Stunning Prime

**Pricing: SRP:** Euro: 649,99 CHF: 714,99 SEK: 5999,00

**Product Introduction:**

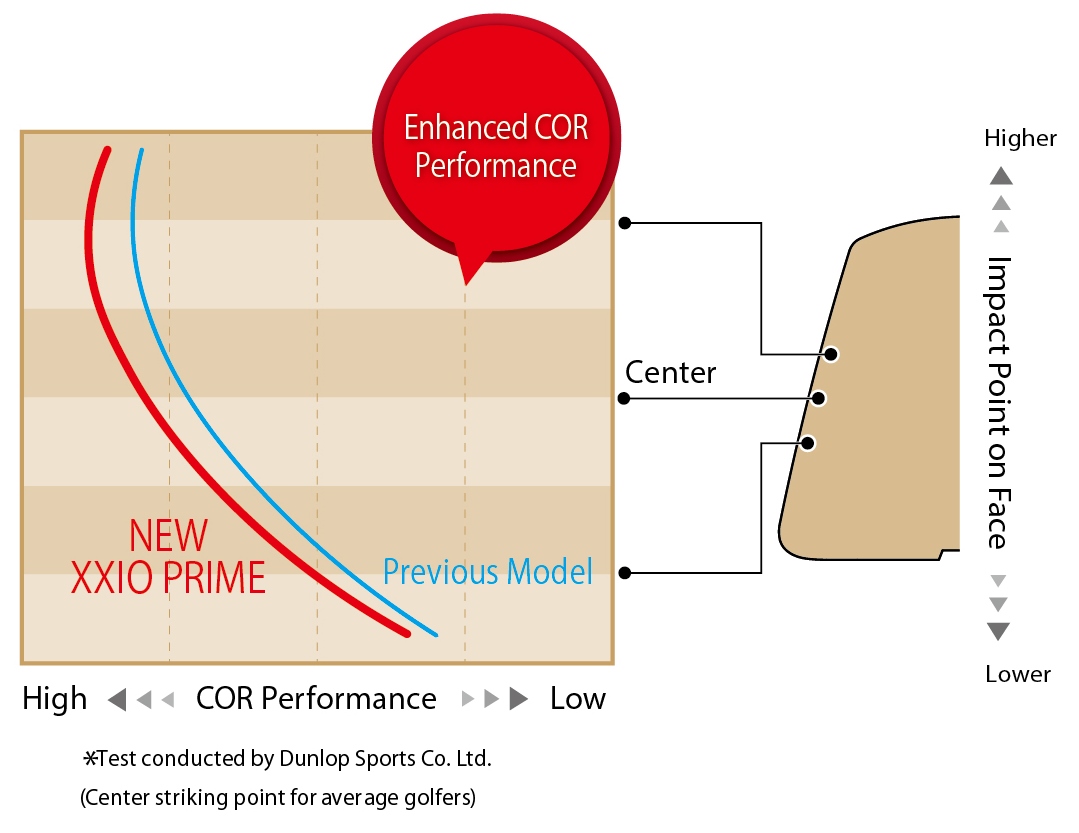
To help you reach a new level of distance performance, xxio introduces the new xxio prime series. featuring advanced lightweight construction for faster head speed, a new head design for faster ball speed and powerful draw-biased performance, xxio prime is easy to hit with rewarding results

**Features & Benefits**

**Higher launch and 3.4 yards more distance compared to the previous model**

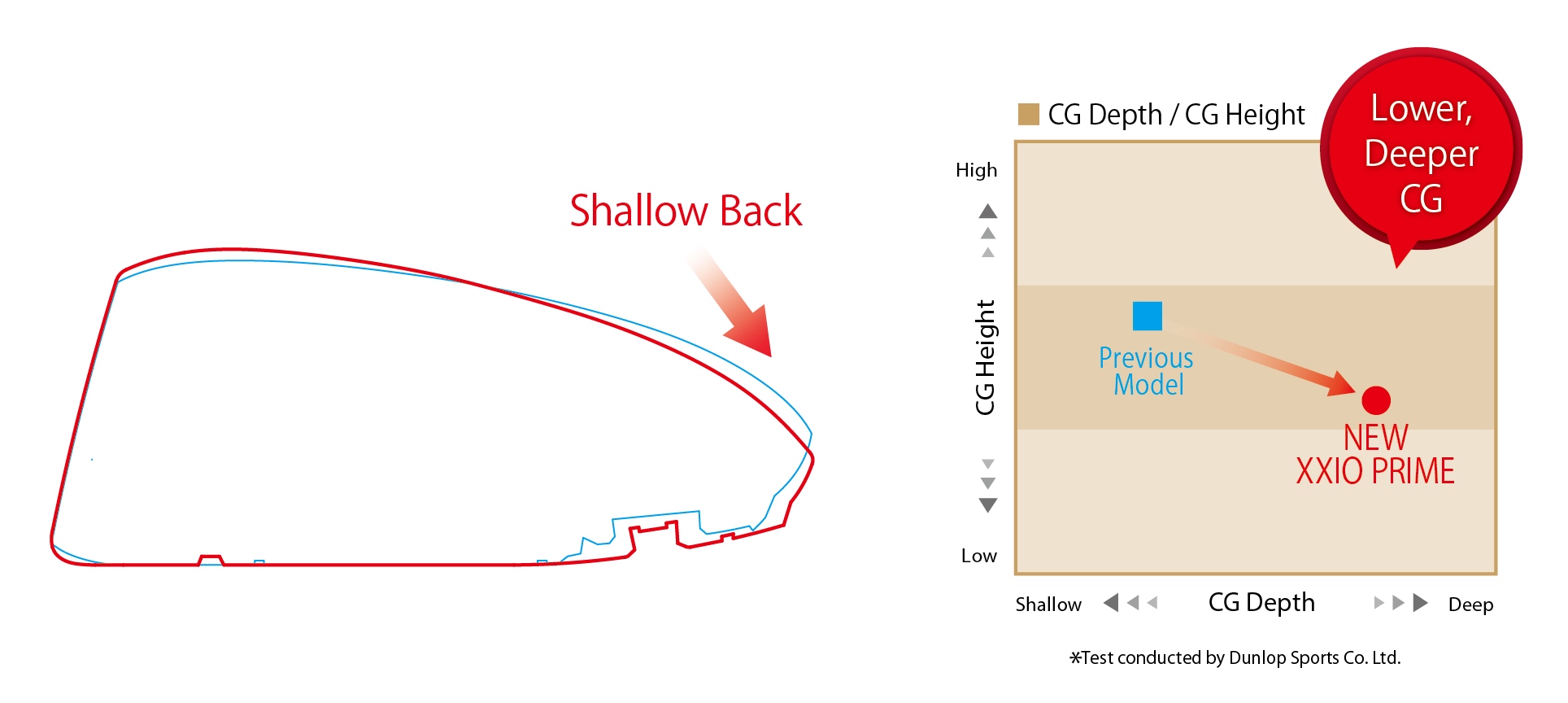
**1. New thicker, full titanium cup face for improved repulsion performance across the entire club face**

The new Full Titanium Cup Face is thicker by 0.5 mm than the previous model and has expanded the sweet spot which creates high COR area and greater flight distance compared to the previous model.



**2．Shallow-back shape and titanium construction provide a lower and deeper CG for higher launch angle.**

The shallow-back shape and titanium construction of the head promote a lower and deeper CG. Compared to the previous model, it promotes significantly better launch.



**Specifications**

Head material

Face: Titanium (Super-TIX® PLUS for XXIO)

Body: 8-2 titanium + SUS weight

Construction

Face: Forged

Body: Vacuum precision casting

Finish

Gold ion plating + high-gloss metallic coating; mirror + satin + bead-shot finish;

Badge: Gold

Grip

XXIO Prime original full rubber grip (with logo)

Shaft

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Model | Flex | Kick point | Weight＊ | Torque |
| SP-900 carbon shaft | SR | middle | 39 | 6.4 |
| R | middle | 38 | 6.5 |
| R2 | middle | 38 | 6.6 |

\*Weight indicates weight when fully assembled

Standard model specifications

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Fairway | #3 | #5 | #7 | #9 |
| Loft Angle (°) | 15.0 | 18.0 | 21.0 | 24.0 |
| Lie Angle (°) | 58.0 | 59.0 | 59.5 | 60.0 |
| Head Volume (cm3) | 188 | 166 | 157 | 144 |
| Club Length (in) | 43.0 | 42.0 | 41.5 | 41.0 |
| Swing Weight | D2 | | | |
| Club Weight\* (g) R | 273 | 281 | 285 | 290 |

Line-up by proper model

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Loft Angle | #3 | #5 | #7 | #9 |
| SR | ○ | ○ |  |  |
| R | ○ | ○ | ○ | ○ |
| R2 | ○ | ○ | ○ | ○ |