

PING INTRODUCES IT'S NEXT GENERATION OF PRODUCTS:

Written by TMAC GOLF
Monday, 10 August 2009 11:13

Ping has enjoyed success over the years with its G2, G5 and G10 line of products. The i5 and i10 have also been a hit with consumers. The company has cultivated a reputation of loyalty with its customers over its 50 years in business. The reality is the brand has delivered the goods (literally and figuratively) more often than it hasn't in the minds of consumers. This year the Phoenix, AZ based manufacturer is bringing two new lines of clubs to help golfers enjoy the game. The G15 and i15 are the latest to carry the Ping name along with a few other items too.

Both Series, which include drivers, irons, hybrids and fairway woods, are engineered with two distinct player profiles in mind. The G15 Series continues Ping's focus on developing forgiving, easy-to-hit clubs. The i15 Series is designed for golfers who prefer workability and control in their clubs. The company also introduced its new iN Series putter line (10 models) and two new models to both its JAS and i-Series putter lines.

"Our engineering team continues to research and analyze the needs of all golfers," said company Chairman and CEO John Solheim. "Our newest families of clubs address the specific performance goals of these players and they are designed accordingly. The G15 Series appeals to the majority of golfers who rely on the easier-to-hit attributes of a maximum forgiveness, higher launch type of club. With the i15s, a lot of players will be attracted to the added control and versatility they offer. The i15s will deliver the forgiveness we all need, but they've been engineered to provide the workability that a lot of more skilled golfers look for in their clubs."

The first-ever launch by Ping of two complete families in the main equipment categories was led by John K. Solheim, Ping's Vice-President of Engineering and the oldest son of John A. Solheim.

"This approach furthers Ping's goal of bringing higher performing products to market that meet the varying needs of golfers of all abilities," said John K. Solheim. "The technologies available today, from a design and fitting perspective, allow us to segment a product's attributes like never before. Combine that with our expert teams of engineers and researchers, who define those attributes in the development process, and we're able to provide this type of targeted product to help all golfers improve their games."

The technology of the G15 Iron provides the high-launching, maximum forgiveness benefits that the majority of golfers rely on to bring consistency to their iron play. The stainless steel iron's cavity design features a new Custom Tuning Port (CTP), which expands the perimeter weighting and increases the moment of inertia. Weight savings from a thinner face are re-positioned to the toe for added forgiveness on mishits and the wider sole produces a higher launch angle. Stronger lofts combine with a center of gravity located low and farther from the face to produce longer shots without sacrificing the higher launch angle required in a maximum-forgiveness iron. The irons will carry a MSRP in the

PING INTRODUCES IT'S NEXT GENERATION OF PRODUCTS:

Written by TMAC GOLF

Monday, 10 August 2009 11:13

US of \$107.50 per club with steel shaft and \$135 in graphite.

In the design of the i15 Iron, Ping engineers said they focused on the better player who prefers an iron set that offers the control to play a variety of shots. Created as a progressive set, the longer irons are larger for more forgiveness and higher trajectories, while the mid and short irons transition slightly smaller to ensure more workability and control on approach shots. The stainless steel iron features a tungsten toe insert to add forgiveness (with slightly more weight) to the mid-size design. The i15 will be available for \$115 US in steel or \$142.50 with a graphite shaft.

The G15 driver has a 460cc titanium head that is longer front to back and features Ping's patented ultra-thin crown technology. Weight savings from the thin crown are positioned as an external sole weight to optimize the center of gravity for higher trajectories and reduced spin. A larger face is designed to increase ball speed and provide consistency across the entire hitting surface. The new PING-designed TFC149D high balance point shaft allows for a five-gram increase in head mass (without increasing swingweight or overall weight), which results in higher ball speeds and an increased moment of inertia. It will be available in four lofts as well as a draw version in three additional lofts with an MSRP of US \$350.

The fade-biased design of the i15 Driver is intended to meet the demands or needs of golfers who place a high priority on working their tee shots. The traditional pear-shaped 460cc titanium head is engineered with a bulge crown design and deeper face to optimize energy transfer for greater ball speed and the solid feel preferred by better golfers. Internal weighting reduces spin, Ping said, and the hosel is positioned slightly back from the face to help promote tour-preferred trajectories and control. Its titanium carbon finish provides a sleek and optically pleasing appearance. Available in three lofts is has an MSRP of \$405. Both the G15 and i15 drivers will only be available in graphite shafts. Matching G15 fairway woods (which also includes a draw version) will be offered with a MSRP of \$230, while the i15 fairways at \$265. Again both products will only have graphite shaft options.

The G15 Hybrid is engineered as a high-launching, forgiving alternative to long and mid irons, Ping said. A large internal toe pad expands the perimeter weighting to make it Ping's most forgiving and longest hybrid ever, the company promised. The stainless steel hybrid's unique shape features an iron-style face and hosel design which positions the center of gravity closer to the face to increase launch angle and reduce spin. It will be available in five lofts with an MSRP of \$160 with a steel shaft or \$185 per club with a graphite shaft.

For players who prefer a traditional hybrid shape and size, the stainless steel i15 offers a high moment of inertia with a tour-preferred trajectory. Internal weighting positions the center of gravity low and back to produce the penetrating ball flight that gives players the control to hit a variety of shots from most any lie. Stronger lofts contribute to lower spin rates for additional control. It will be available in three lofts at \$180 per club with a steel shaft or \$210 in graphite.

The clubs have already been introduced to the Ping Tour staff in the last month. "The early feedback from our Tour staff has been very favorable," added Solheim. "Several players put the product in play immediately and others will wait for the opportune time. I was at Turnberry for the Open Championship and had several great comments from the pros."

"Custom fitting continues to grow in importance for golfers wanting to improve their games," the younger Solheim added. "What we're learning from our nFlight Fitting Software and other research is being incorporated into our development process. It's leading us in some very interesting and exciting directions as we look for ways to help lower scores and make the game more enjoyable." Look for the G15 and i15 clubs to begin appearing at retail in September.

PING INTRODUCES IT'S NEXT GENERATION OF PRODUCTS:

Written by TMAC GOLF

Monday, 10 August 2009 11:13
