



| 2021 |

# A RELENTLESS PASSION FOR INNOVATION

We are engineers, designers, production workers, quality control specialists, salespeople, marketers and customer service reps. We are golfers. We are Bridgestone Golf, and our passion is to deliver Innovation for Your Game.

1931: Bridgestone founded  
 1932: Golf ball research and development begins  
 1934: Bridgestone prototypes are developed and tested



1972: Inaugural Bridgestone Open is played in Japan  
 1972: Design and production of golf clubs begins

1935



**BRIDGESTONE SKYWAY WOUND**  
 • Bridgestone's 1st overseas exported ball



1951

1952



**BRIDGESTONE Q WOUND**  
 • The Q stands for Quality  
 • Ball manufactured using high quality control



1956

1959



**BRIDGESTONE EAGLE WOUND**  
 • Industry breaking repulsive speed and durability  
 • X-ray checked for perfect center of gravity



1963

1982



**ALTUS SOLID**  
 • 1st solid core ball in Japan  
 • Solid core using injection molding process

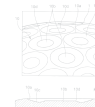
**BRIDGESTONE BS SUPER WOUND**  
 • 1st Bridgestone Golf ball  
 • Cutting edge technology acquired from tire development



**BRIDGESTONE EAGLE WOUND**  
 • Developed for maximum distance and feel



**BRIDGESTONE M WOUND**  
 • Patented steel cord core design



2006: The inaugural World Championship-Bridgestone Invitational (held at Firestone CC in Akron, OH)



2010: Matt Kuchar captures the #1 Money Title on the PGA Tour and the Vardon Trophy  
 2010: Paula Creamer captures the U.S. Open Championship with the Bridgestone Golf B330RX  
 2012: Brandt Snedeker caps a successful year to win the PGA Tour season long race, The FedEx Cup, by winning The Tour Championship  
 2014: Inaugural Bridgestone America's Cup  
 2016: Matt Kuchar wins the Olympic bronze medal for Team USA using the B330-S



2006

2007: Established Bridgestone Golf Ball Fitting. First company to offer a tour level golf ball fitting experience to amateurs, proving that golf balls are not one size fits all



**BRIDGESTONE GOLF B330RX SOLID**  
 • The 1st tour ball for amateurs  
 • Specifically designed for swing speeds under 105mph  
 • Soft Gradational Core with tour caliber urethane cover  
 • Maximizing distance with tour greenside performance



2008



2010

2012

March 2012  
 Bridgestone Golf achieves 20% market share in consumer golf ball sales, ascends to #2 position in market

December 2018  
 Bridgestone Golf concludes most successful PGA TOUR season in company history, posting 9 wins

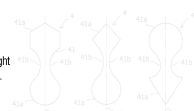


**BRIDGESTONE GOLF e12 SERIES SOLID**  
 • Utilizing 12 years of ball fitting data and analysis, the e12 series was created for straight distance  
 • Featuring the proprietary Active Acceleration Mantle layer for increased thrust and added distance  
 • e12 SOFT Designed for swing speeds under 105mph  
 • e12 SPEED designed for faster swings over 105mph

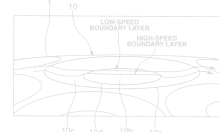


2019

**BRIDGESTONE GOLF e6 SOLID**  
 • Softest compression multilayered ball  
 • Designed for high launch and low spin for straighter flight



**BRIDGESTONE GOLF B330RXS SOLID**  
 • Expanding on the success of the B330RX, Bridgestone Golf releases the B330RXS  
 • Specifically designed for swing speeds under 105mph  
 • Soft Gradational Core with extremely soft caliber urethane cover  
 • Maximizing greenside performance with tour distance





For over 85 years, we have been designing and executing golf's most impactful innovations; from the first solid golf ball played on the PGA TOUR by Nick Price, to the first urethane covered ball, to our revolutionary ability to fit golfers into the right ball for their game. Our latest innovations of REACTIV cover technology and the Contact Force Dimple on the e12 Contact golf ball have broken through with the golf consumer. Now we are excited to be introducing REACTIV IQ, a smart urethane cover technology exclusively available on our TOUR B line of golf balls.



2004: Ai Miyazato becomes the youngest champion in Japan LPGA tour history and the fastest to win after turning pro

**PRECEPT 432 SOLID**

- 1st Bridgestone ball in the US
- Engineered for longer distance with soft feel

**1987**

**1994**

**PRECEPT MC LADY SOLID**

- Started soft core golf ball revolution
- #1 selling golf ball February 2001

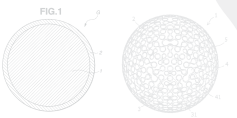
**1998**

**2005**

**BRIDGESTONE GOLF B330 SOLID**

- Launched the Bridgestone Golf B330
- Featuring Seamless Cover Technology
- Played on the PGA Tour by Bridgestone staffer Fred Couples

**2005**



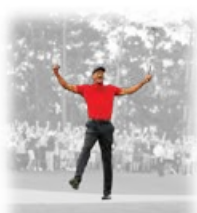
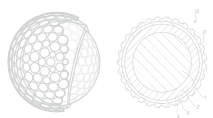
**PRECEPT EV EXTRA SPIN SOLID**

- Solid core spin-type design based on EV theory
- Nick Price wins The '94 Open Championship, '94 PGA Championship and Money Title for the second straight year



**PRECEPT TOUR III SOLID**

- 3pc urethane ball used by Paula Creamer
- Initial stage prototype for development of the B330RX



**TIGER WOODS**

- Tiger Woods completes the biggest comeback in sports history winning The Masters, his 13th major title with a Bridgestone produced ball and 15th major overall
- Tiger Woods captures an historic 82nd PGA TOUR victory at the 2020 Championship in Japan



**BRIDGESTONE GOLF TOUR B SERIES REACTIV**

- Launch of TOUR B Series with REACTIV cover, The Tour Ball Reinvented
- The REACTIV cover's transformational technology improves the performance of every shot
- TOUR B family features four models to fit golfers based on swing speed and performance preference

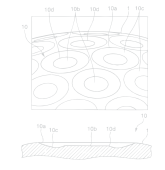


Bryson DeChambeau wins the U.S. Open with the TOUR B X



**BRIDGESTONE GOLF e12 CONTACT CONTACT FORCE DIMPLE**

- Bridgestone launches e12 Contact
- Innovative Contact Force Dimple creates 38% more surface contact between ball and club for efficient energy transfer
- Longer, straighter distance with driver and every club in the bag
- Soft core for improved feel on all shots

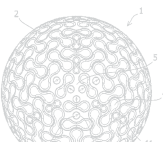


30th year of USA based manufacturing is celebrated by a factory expansion in Covington, GA to keep up with increased demand.



**BRIDGESTONE GOLF TOUR B SERIES REACTIV IQ**

- Bridgestone launches new TOUR B Series with REACTIV IQ, The Smarter Tour Ball
- New REACTIV IQ is a SMART cover technology that reacts to the force of impact
- REACTIV IQ rebounds quickly on tee shots, delivering explosive velocity and increased distance and stays on the face longer on approach shots, providing soft feel and more control around the green
- TOUR B family features four models to fit golfers based on swing speed and performance preferences.



The SMART Cover Technology that Reacts to the Force of Impact.



# THE SMARTER TOUR BALL

- NEW! REACTIV IQ is a SMART Cover Technology that Reacts to the Force of Impact
- MORE DISTANCE: REACTIV IQ rebounds quickly on tee shots, delivering explosive velocity and increased distance
- MORE CONTROL: REACTIV IQ stays on the face longer on approach shots, providing more spin and soft feel around the green

## MORE CONTROL

REACTIV IQ stays on the face longer on approach shots, providing more spin and soft feel around the green.

## MORE DISTANCE

REACTIV IQ rebounds quickly on tee shots, delivering explosive velocity and increased distance.



“What I like about REACTIV iQ is how it adapts to the force of each shot; more distance off the tee and great spin around the green.”

— BRYSON DECHAMBEAU

“Sure it’s a long golf ball but REACTIV iQ really shines around the green with more control.”

— TIGER WOODS







# RX

«— SWING SPEED **UNDER 105**

# RXS

- Bridgestone Golf is the
- Fit to your swing speed
- Over 2.5 million golfers
- The TOUR B RX and RXS
- The TOUR B X and XS r

“I found my fit and I am booming it again.”  
- Fred Couples



TOUR B RX SERIES

# FIND YOUR FIT

**TOUR  
DISTANCE**

**X**

**TOUR B**

SWING SPEED **OVER 105** —>>>

**TOUR  
SPIN**

**XS**

#1 Ball Fitter in Golf

and preference for distance or spin  
fit

S models ideal for players with swing speeds UNDER 105 MPH

models ideal for players with swing speeds OVER 105 MPH

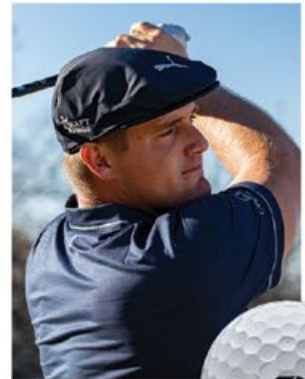
“TOUR B XS  
fits my game  
best. Period.”  
- Tiger Woods



TOUR B XS



“The TOUR B X  
continues to be  
a golf ball I can  
count on.”  
- Bryson DeChambeau



TOUR B X



**#1 BALL FITTER IN GOLF**





- **NEW! REACTIV iQ** is a **SMART** cover technology that reacts to the force of impact
- **MORE DISTANCE:** REACTIV iQ rebounds quickly on tee shots, delivering explosive velocity and increased distance
- **MORE CONTROL:** REACTIV iQ stays on the face longer on approach shots, providing more spin and soft feel around the green

TOUR B



- **NEW! REACTIV iQ Cover**
- Ideal for players with swing speeds **OVER 105 MPH** who want additional distance
- Played on TOUR by Bryson DeChambeau, Matt Kuchar and Lexi Thompson



- **NEW! REACTIV iQ Cover**
- Ideal for players with swing speeds **OVER 105 MPH** who want additional spin
- Played on TOUR by Tiger Woods

OVER 105MPH



# TOUR B

**NEW FOR 2022**



SKU: D2WX6D



SKU: D2YX6D



SKU: C2WX6D



SKU: C2YX6D

**RX**  
 ← SWING SPEED **UNDER 105**  
**TOUR DISTANCE**

- NEW! REACTIV iQ Cover
- Ideal for players with swing speeds UNDER 105 MPH who want additional distance
- A top-selling model amongst golfers

**RXS**  
 ← SWING SPEED **UNDER 105**  
**TOUR SPIN**

- NEW! REACTIV iQ Cover
- Ideal for players with swing speeds UNDER 105 MPH who want additional spin
- Played on TOUR by Fred Couples

UNDER 105 MPH



SKU: B2WX6D



SKU: B2YX6D



SKU: S2WX6D

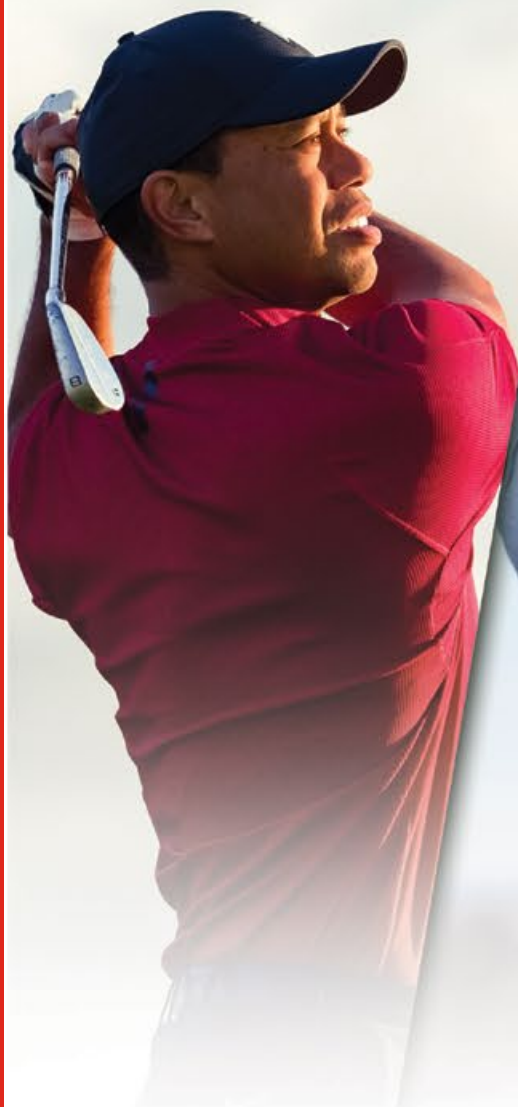


SKU: S2YX6D



SKU: S2WX6DTW

# TOUR TEAM



## TIGER WOODS

2021 World Golf Hall of Fame Inductee  
2019 Masters Champion  
2018 TOUR Championship  
15 Major Wins  
82 PGA TOUR Victories



## BRYSON DECHAMBEAU

2021 Arnold Palmer Invitational  
2020 US Open  
2020 Rocket Mortgage Classic  
2018 The Northern Trust  
2018 Dell Technologies  
2018 The Memorial Tournament  
1 Major Win  
8 PGA TOUR Victories







## FRED COUPLES

2013 World Golf Hall of Fame Inductee  
 1992 Masters Champion  
 15 PGA TOUR Victories  
 13 PGA TOUR Champions Victories



## MATT KUCHAR

2019 Sony Open  
 2018 Mayakoba Golf Classic  
 2016 Summer Olympics – Bronze Medal  
 9 PGA TOUR Victories



## LEXI THOMPSON

2019 ShopRite Classic  
 2018 CME Group TOUR Championship  
 1 Major Win  
 11 LPGA TOUR Victories



# e12 CONTACT



SKU: 1CW6D



SKU: 1CY6D



SKU: 1GX6D



SKU: 1CR6D

## ENGINEERED FOR STRAIGHT DISTANCE

- Contact Force Dimple creates 38% more surface contact for more efficient energy transfer
- Longer and straighter flight with driver and every other club in your bag
- Softer core contributes to significantly enhanced feel on all shots
- Reduced slice and hook spin on full shots
- Increased friction for better spin around the green

### CONTACT FORCE DIMPLE



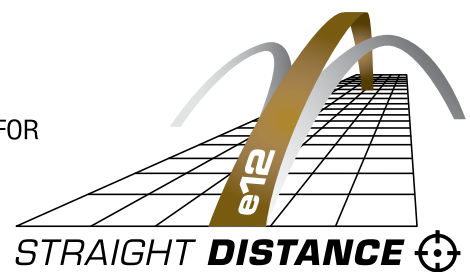
**CONTACT FORCE DIMPLE**  
**38% MORE** surface contact between the golf ball and clubface for more efficient energy transfer.



**TRADITIONAL DIMPLE**  
 Energy lost with large dimple void between the golf ball and club face.

**CONTACT FORCE DIMPLE**  
**STRAIGHT DISTANCE** - LONGER AND STRAIGHTER FLIGHT WITH DRIVER

**MORE SPIN** - INCREASED FRICTION FOR BETTER SPIN AROUND THE GREEN







SKU: 1EWX6D

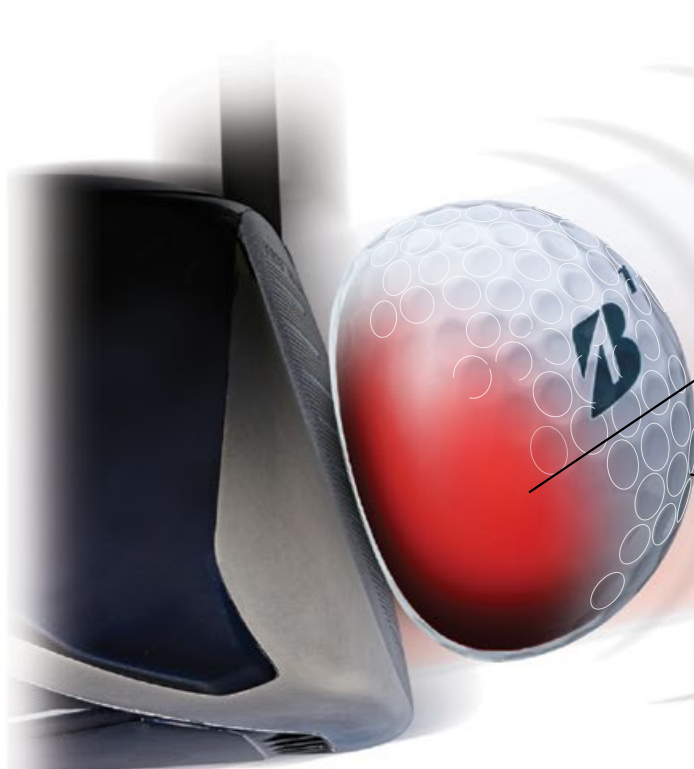
# e6

## REENGINEERED FOR MORE POWER AND FEEL.



SKU: 1EYX6D

- The soft feel, long distance golf ball
- Softer and larger core for faster compression and longer distance
- Soft seamless cover for better spin and feel



### MORE POWER

A softer core for faster compression.  
A larger core for longer distance.



### MORE FEEL

A soft seamless cover for better spin and feel.



# e6



SKU: 1LWX6D



SKU: 1LPX6D

# LADY PRECEPT

SOFTER. HIGHER. LONGER.

- Lady Precept is Softer. Higher. Longer.
- Softer core for players who want soft feel, more control and less vibration at impact
- Higher flight – the unique 330-seamless dimple design generates increased lift off the clubface
- Gradational compression creates more force and longer drives

## SOFTER CORE

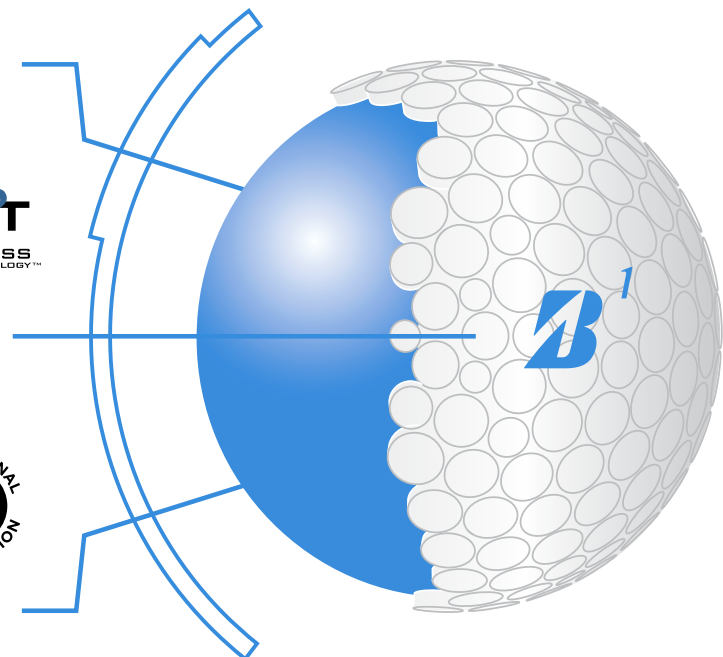
For players who want soft feel, more control and less vibration at impact.

## HIGHER FLIGHT

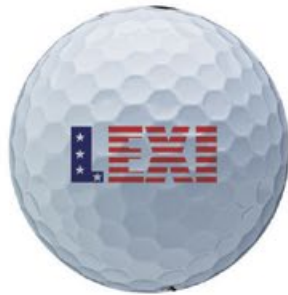
The unique 330-seamless dimple design generates increased lift off your club face.

## LONGER DISTANCE

Gradational compression equals more repulsion and longer drives.







### LOGO

- 7/8" colour logo on one pole of the golf ball
- Print up to 4 PMS colours
- Minimum 12 dozen



### DOUBLE LOGO

- 7/8" colour logo on one pole of the golf ball
- Print up to 4 PMS colours on both poles
- Minimum 12 dozen



### PERSONALIZATION

- Block lettering in ALL CAPS on one pole of the golf ball
- Maximum 17 characters per line – up to 3 lines
- Any colour as per customer's request
- Minimum 1 dozen, Maximum 6 dozen



### DOUBLE PERSONALIZATION

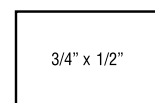
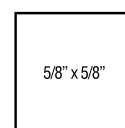
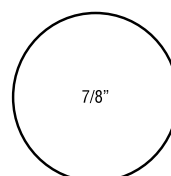
- Block lettering in ALL CAPS on both poles of the golf ball
- Maximum 17 characters per line – up to 3 lines
- Any colour as per customer's request same color on both poles
- Minimum 1 dozen, Maximum 6 dozen



### LOGO & PERSONALIZATION

- Colour logo on one pole of the golf ball
- Personalization on the opposite pole of the golf ball
- Minimum 12 dozen

The entire image, including registration or trademark symbols, must fit within one of the following areas.



### E-GLOVE

- Improved Cabretta leather ensures a soft feel, consistent grip and excellent durability
- Cross flex mesh inserts provide the ultimate in flexibility, breathability and fit
- Soft tab technology provides ultimate comfort

Size Availability: LH Regular- S, M, ML, L, XL, XXL;  
RH Regular- M, ML, L, XL

SKU: GE2\_\_



### SOFT GRIP GLOVE

- Hybrid construction featuring Cabretta leather placement in the palm
- Synthetic material provides long lasting durability and sweat resistance

Size Availability: LH Regular- M, ML, L, XL, XXL;  
RH Regular- M, ML, L, XL

SKU: GSOG\_\_

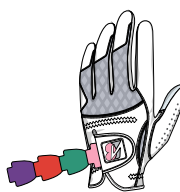


### LADY GLOVE

- Cabretta leather palm and thumb for comfortable feel and gripping power
- Premium Color Sheet Tab provides a variety of unique color options to choose from:
  - Two color tabs in every package provide five unique color options to choose from: Pink, Purple, Tangerine, Emerald and Gray (if all color sheets are removed)
- Water resistant synthetic leather for durability and performance in all weather conditions
- Mesh inserts provide breathability and flexibility for the perfect fit

Size Availability: LH Regular- S, M, L; RH Regular- S, M, L

SKU: GBL2\_\_





## LIFESTYLE FASHION HEADWEAR

Our Lifestyle Fashion Headwear collection features unique styling, materials, and colors that will turn heads both on and off course.



### BIG GAME HEADWEAR

- ① Semi-structured polyester construction
  - ② Adjustable Closure
  - ③ Available in variety pack only
- SKU: 9BGH



### HAWAIIAN VARIETY PACK

- ① Semi-structured polyester construction
  - ② Adjustable Closure
  - ③ Available in variety pack only
- SKU: 9BGH



### LEATHER PATCH VARIETY PACK

- ① Semi-structured polyester construction with stretch mesh
  - ② Adjustable snapback closure
  - ③ Available in variety pack only
- SKU: 9LPH

## LIFESTYLE FASHION HEADWEAR



### CONQUER SERIES

- ① Structured polyester construction
- ② Adjustable snapback closure
- ③ Variety pack

SKU: 9CNQR



### MICRO COLLECTION

- ① Structured polyester construction
- ② Adjustable closure
- ③ Variety pack

SKU: 9MICR



### 7 PANEL HEADWEAR

- ① Unique 7 paneled structured polyester blend construction
- ② Adjustable snapback closure
- ③ Variety pack

SKU: 9PANL





#### POM BEANIE

- ① Tour Proven
- ② 100% Cotton
- ③ Fleece-lined for maximum warmth and
- ④ comfort
- ⑤ Signature Bridgestone Golf "B" logo

One Size Fits All

SKU: 9BNB6



#### BRIDGESTONE 2.2L WATER BOTTLE

- ① Contains a large capacity of 2.2 litres
- ② Reusable water bottle with a leak-proof, stainless-steel cap and nylon strap
- ③ Sturdy handle makes the water bottle easy to
- ④ carry

BPA-free and DEHP-free

SKU: BGBUBBABK

The Bridgestone Tournament Program is designed to provide product solutions for all tournaments and events.



#### BRIDGESTONE 600ML SHAKER BOTTLE

- ① Includes a spiral whisk ball to mix ingredients with ease
- ② Perfect for protein shakes, smoothies etc.
- ③ Features an ergonomic flip cap and leak proof seal

SKU: BGSHKBK

The Bridgestone Tournament Program is designed to provide product solutions for all tournaments and events.

# SPORT FITNESS

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**BRIDGESTONE**  
GOLF