

BRIDGESTONE
GOLF



TWENTY23

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



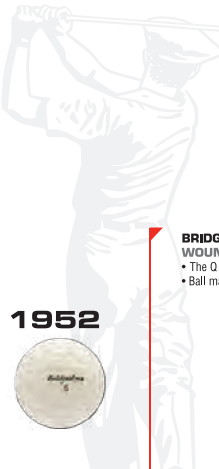
1935



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 M WOUND
 • Patented steel cord core design

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

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



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



2006

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



2010: Matt Kuchar captures the #1 Money Title on the PGA TOUR and the Vardon Trophy
 2010: Paul 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



2008

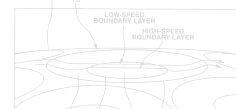
BRIDGESTONE GOLF B330RX SOLID
 • The 1st tour ball for amateurs
 • Specifically designed for swing speeds under 105mph
 • Soft Gradational Core with tour caliber urethane cover
 • Maximizing distance with tour greenside performance



2010

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

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



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 innovations in Contact Science include the REACTIV and REACTIV iQ cover technologies on our TOUR B line of golf balls, and the Contact Force Dimple on the e12 Contact. We continue our investment in Contact Science with the creation of FLEXATiV Cover technology on the NEW e12 Contact golf ball.

1985: Office established in Georgia to handle North American marketing



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 U.S.
- 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

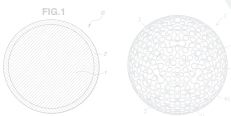


BRIDGESTONE GOLF B330 SOLID

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



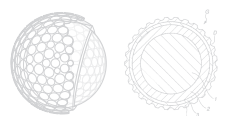
2005



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 ZOZO 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



2020

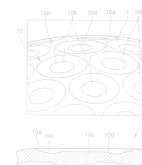


BRIDGESTONE GOLF e12 CONTACT CONTACT FORCE DIMPLE

- 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



2021



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



2022

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

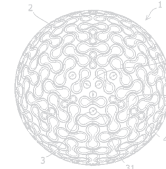


TOUR B

e12 CONTACT

CONTACT FORCE DIMPLE

TOUR B



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



THE SMARTER TOUR BALL

- 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 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

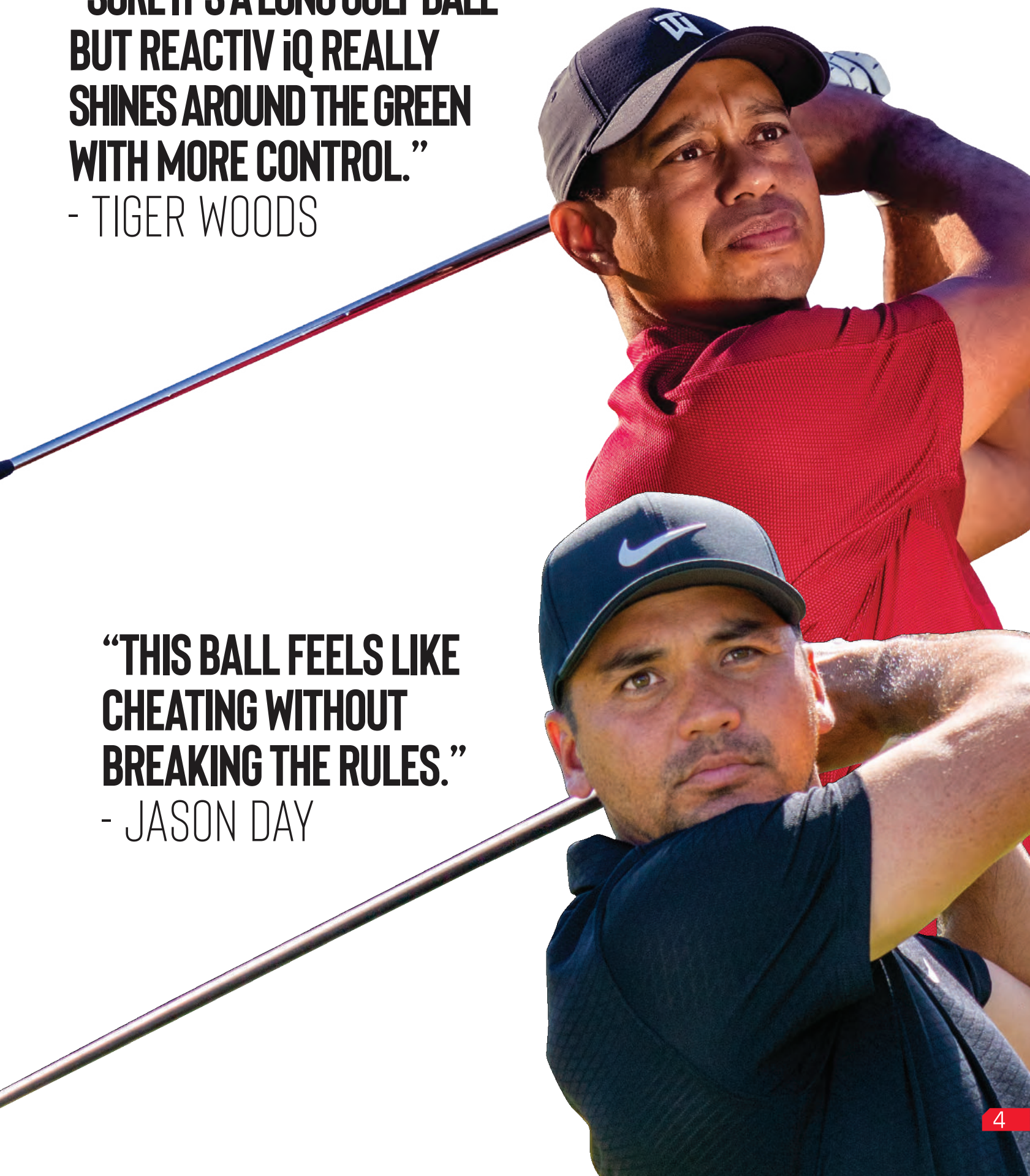


**“SURE IT’S A LONG GOLF BALL
BUT REACTIV IQ REALLY
SHINES AROUND THE GREEN
WITH MORE CONTROL.”**

- TIGER WOODS

**“THIS BALL FEELS LIKE
CHEATING WITHOUT
BREAKING THE RULES.”**

- JASON DAY





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

“For my swing speed, the RX gives me the distance I need”
- Lexi thompson



TOUR B RX



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



TOUR B RXS



FIND YOUR FIT

**TOUR
DISTANCE**

TOUR B

X

SWING SPEED **OVER 105** —»»

**TOUR
SPIN**

XS

#1 Ball Fitter in Golf
and preference for distance or spin
fit

models ideal for players with swing speeds UNDER 105MPH
models ideal for players with swing speeds OVER 105MPH

“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.”
- Jason Day



TOUR B X



#1 BALL FITTER IN GOLF



- 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



- REACTIV iQ Cover
- Ideal for players with swing speeds OVER 105 MPH who want additional distance
- Played on TOUR by Jason Day and Matt Kuchar



- 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



SKU: D2WX6D



SKU: D2YX6D



SKU: C2WX6D



SKU: C2YX6D

RX
 SWING SPEED UNDER 105
 TOUR DISTANCE

- REACTIV iQ Cover
- Ideal for players with swing speeds UNDER 105 MPH who want additional distance
- A top-selling model
- Played on TOUR by Lexi Thompson

RXS
 SWING SPEED UNDER 105
 TOUR SPIN

- 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

e12 CONTACT

ENGINEERED FOR STRAIGHT DISTANCE

NEW FOR 2023



SKU: 3CW6D

- The New e12 Contact features FLEXATIV Cover Technology
- The New FLEXATIV cover and Contact Force Dimple combine to create 46% more surface contact for more efficient energy transfer
- FLEXATIV cover is soft to control spin and repel quickly off the club face increasing ball velocity for longer, straighter distance
- Longer and straighter flight with driver
- Increased friction for better spin and control around the green



SKU: 3CY6D

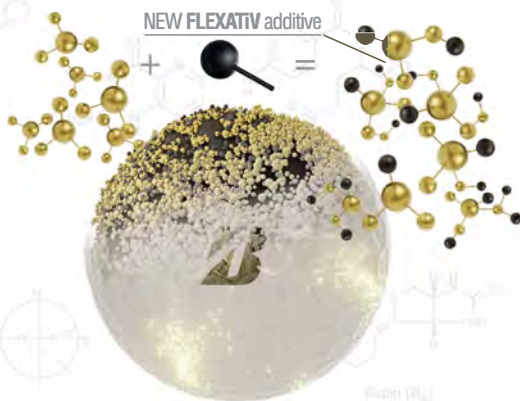


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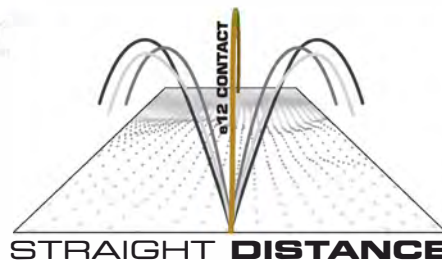
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FLEXATIV COVER TECH



New FLEXATIV cover is soft to control spin and repel quickly off the club face increasing ball velocity and distance

The **New FLEXATIV** cover and Contact Force dimple combine to control spin and increase ball velocity for longer, straighter distance



CONTACT FORCE DIMPLE



STRAIGHT DISTANCE - Longer and straighter flight with driver
MORE SPIN - Increased friction for better spin around the green



e9

LONG DRIVE

EXTREME DISTANCE

NEW FOR 2023

- NEW e9 Long Drive delivers Extreme Distance
- Extreme Gradational core features a fast outer region for extreme ball speed
- Soft inner area of the core creates a tight consistent ball flight
- The 330-dimple cover is seamless and aerodynamic reducing drag and maximizing ball speed

EXTREME DISTANCE

SEAMLESS 330-DIMPLE COVER

The seamless 330-dimple cover is aerodynamically designed to reduce drag and maintain maximum ball speed while providing in-flight stability in all playing conditions



EXTREME GRADATIONAL CORE

e9's Gradational core has a fast outer region that delivers extreme ball speed while the soft inner region creates a tight and consistent ball flight





SKU: 3EWX6D

NEW FOR 2023

e6

ENGINEERED FOR POWER AND FEEL.



SKU: 3EYX6D

- 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



POWER

A soft core for fast compression.
A large core for long distance.



FEEL

A soft seamless cover for optimal spin and feel.



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

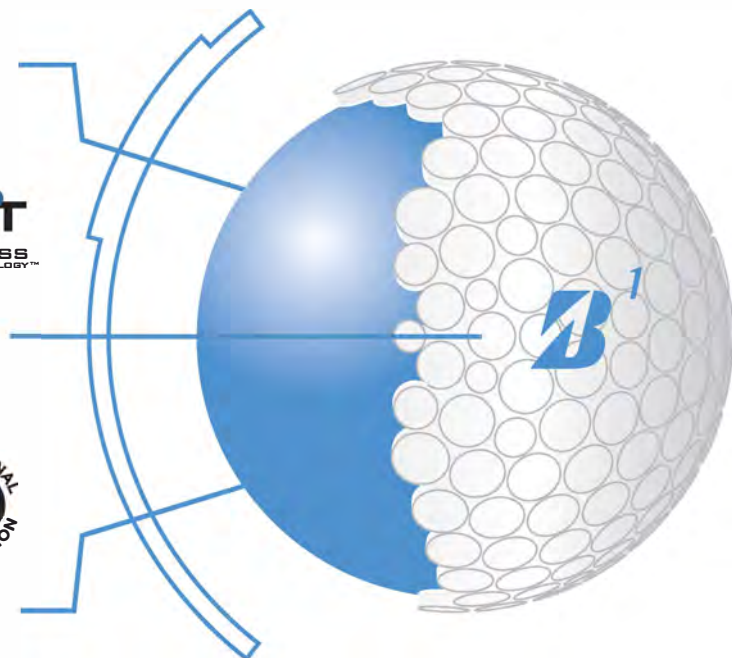
For players who want soft feel, more control and less vibration at impact

HIGHER FLIGHT

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

LONGER DISTANCE

Gradational compression equals more repulsion and longer drives



OCEANSIDE VARIETY PACK

- Semi-structured cotton canvas construction
 - Adjustable fabric closure with metal slider
 - Variety Packs: 2x Skull & Crossbones, 2x Palm Trees, 2x Feathers
- SKU: 90SH



MINI PATCH VARIETY PACK

- Structured performance polyester construction
 - Micro hook & elastic loop closure with tuck in
 - Variety Packs: 2x Red, Black, Gray, Light Blue, Tan
- SKU: 9MP



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 carry
 - 4 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: BGSBK

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

TOUR TEAM



TIGER WOODS

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



JASON DAY

2015 World Number One
 2015 PGA Championship
 12 PGA TOUR Wins
 4 Presidents Cup Appearances



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



SCAN THE QR CODE TO
 EXPERIENCE THE
 BRIDGESTONE TOUR
 TEAM IN AUGMENTED
 REALITY



SPORT  FITNESS
ACI BRANDS INC.

2616 Sheridan Garden Drive
Oakville, Ontario, L6J 7Z2 Canada

Contact: golf@acibrands.com

Tel: (905) 829-1566 • Fax: (905) 829-1766



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