

# BRIDGESTONE GOLF



20  
24



# **BRIDGESTONE** **GOLF**

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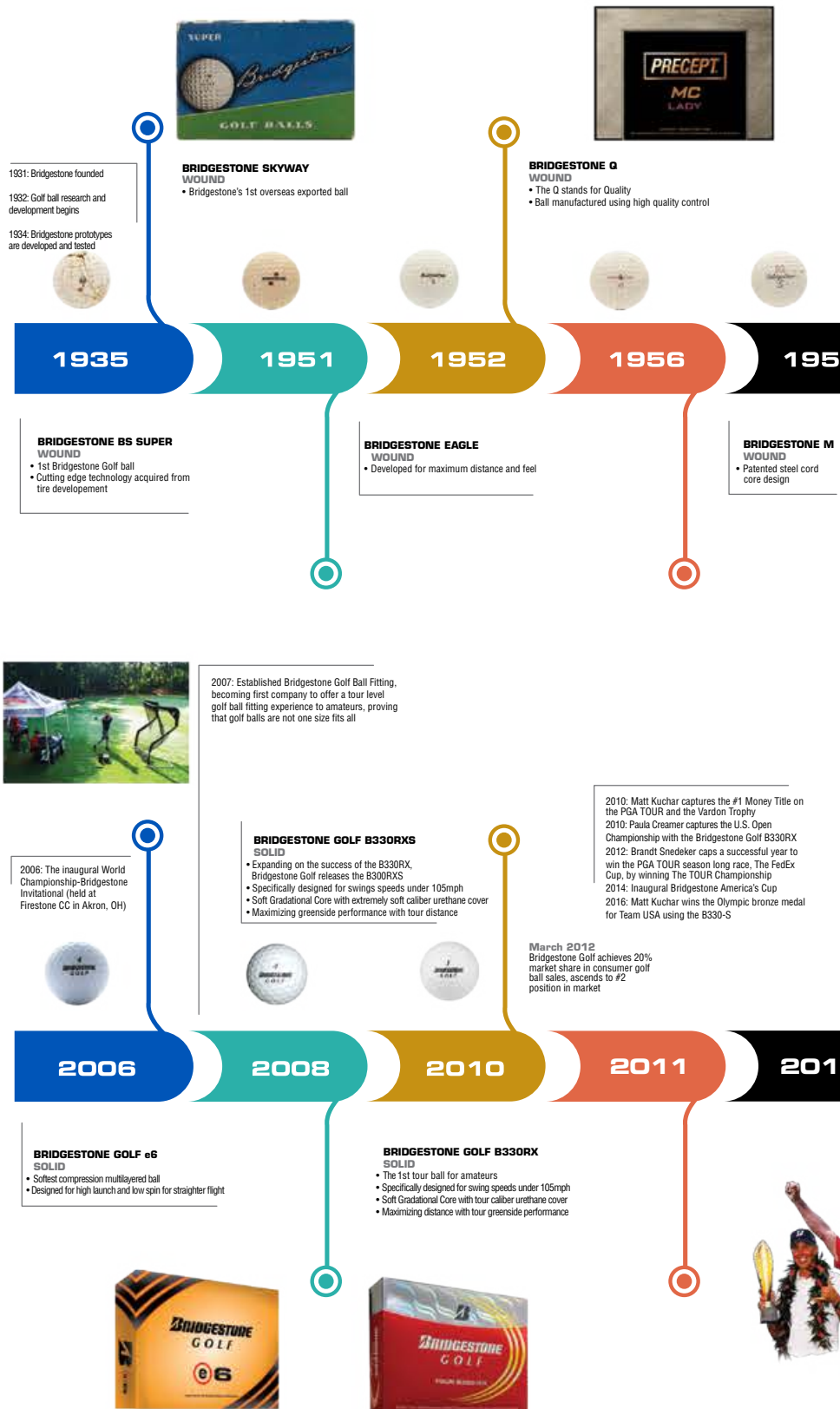
**MEDIA  
EMBARGO**

**JANUARY 24, 2024**

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# 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. 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 and FLEXATiV Cover Technology on the e12 Contact. We continue to invest in Contact Science with the REACTIV X System, which combines the REACTIV iQ cover and XCLRNT mid-layer to deliver longer drives and more control around the green.



**1963**

**BRIDGESTONE EAGLE WOUND**


- Industry breaking repulsive speed and durability
- X-ray checked for perfect center of gravity



**1982**

**PRECEPT 432 SOLID**


- 1st Bridgestone ball in the U.S.
- Engineered for longer distance with soft feel



**1987**

**PRECEPT MC LADY SOLID**


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



**1994**

**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



**1998**

**PRECEPT TOUR III SOLID**


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




**2005**

**BRIDGESTONE GOLF B330 SOLID**

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




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



**1972:** Inaugural Bridgestone Open is played in Japan

**1972:** Design and production of golf clubs begins

**1985:** Office established in Georgia to handle North American marketing



**ALTUS SOLID**

- 1st solid core ball in Japan
- Solid core using injection molding process

**2018**

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

**2018**

**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 TOUR B SERIES REACTIVE**

- 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**

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



**2022**

**BRIDGESTONE GOLF TOUR B SERIES REACTIV X**

The Smart Cover technology of the REACTIV iQ is super charged by the innovative XCLRNT mid-layer, delivering longer drives and more control around the green.



**2023**

**FLEXATIV**

HEALTHY BALL GAME



**2024**

**REACTIVX**

REACTIV iQ XCLRNT



**“Bridgestone is the best ball I’ve ever played. Period.”**

**-Tiger Woods**



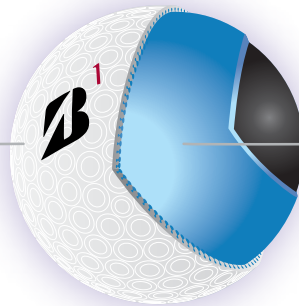
**“I found my fit and I am booming it again”**

**-Fred Couples**



# THE SMARTER TOUR BALL

- REACTIV X System combines REACTIV iQ Smart Cover technology with XCLRNT mid-layer
- MORE DISTANCE: REACTIV X System creates intensified rebound on tee shots, delivering explosive velocity and increased distance
- MORE CONTROL: REACTIV X System stays on the face longer on approach shots, providing more spin and soft feel around the green



## MORE CONTROL

Soft cover combined with the solid backboard of the XCLRNT layer create more friction for better feel, spin and control around the green.

## MORE DISTANCE

Improved resilience for better energy transfer from the core, creating increased ball speed and driver distance.



SKU: D4WX6D



SKU: D4YX6D

**RX** DISTANCE  
SWING SPEED  
UNDER 105mph

- REACTIV X System
- Ideal for players with swing speeds UNDER 105 MPH who want additional distance
- Top-selling model
- Played on TOUR by Fred Couples and Lexi Thompson



SKU: C4WX6D

**RXS** SPIN  
SWING SPEED  
UNDER 105mph

- REACTIV X System
- Ideal for players with swing speeds UNDER 105 MPH who want additional spin



**NEW FOR 2024**

# TOUR B



- REACTIV X System combines REACTIV IQ Smart Cover technology with XCLRNT mid-layer
- MORE DISTANCE: REACTIV X System creates intensified rebound on tee shots, delivering explosive velocity and increased distance
- MORE CONTROL: REACTIV X System stays on the face longer on approach shots, providing more spin and soft feel around the green

**X** DISTANCE  
SWING SPEED  
OVER 105mph

- REACTIV X System
- Ideal for players with swing speeds OVER 105 MPH who want additional distance
- Played on TOUR by Tiger Woods, Jason Day and Matt Kuchar



SKU: B4WX6D



SKU: B4YX6D



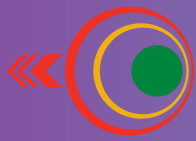
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SKU: S4WX6D

**X5** SPIN  
SWING SPEED  
OVER 105mph

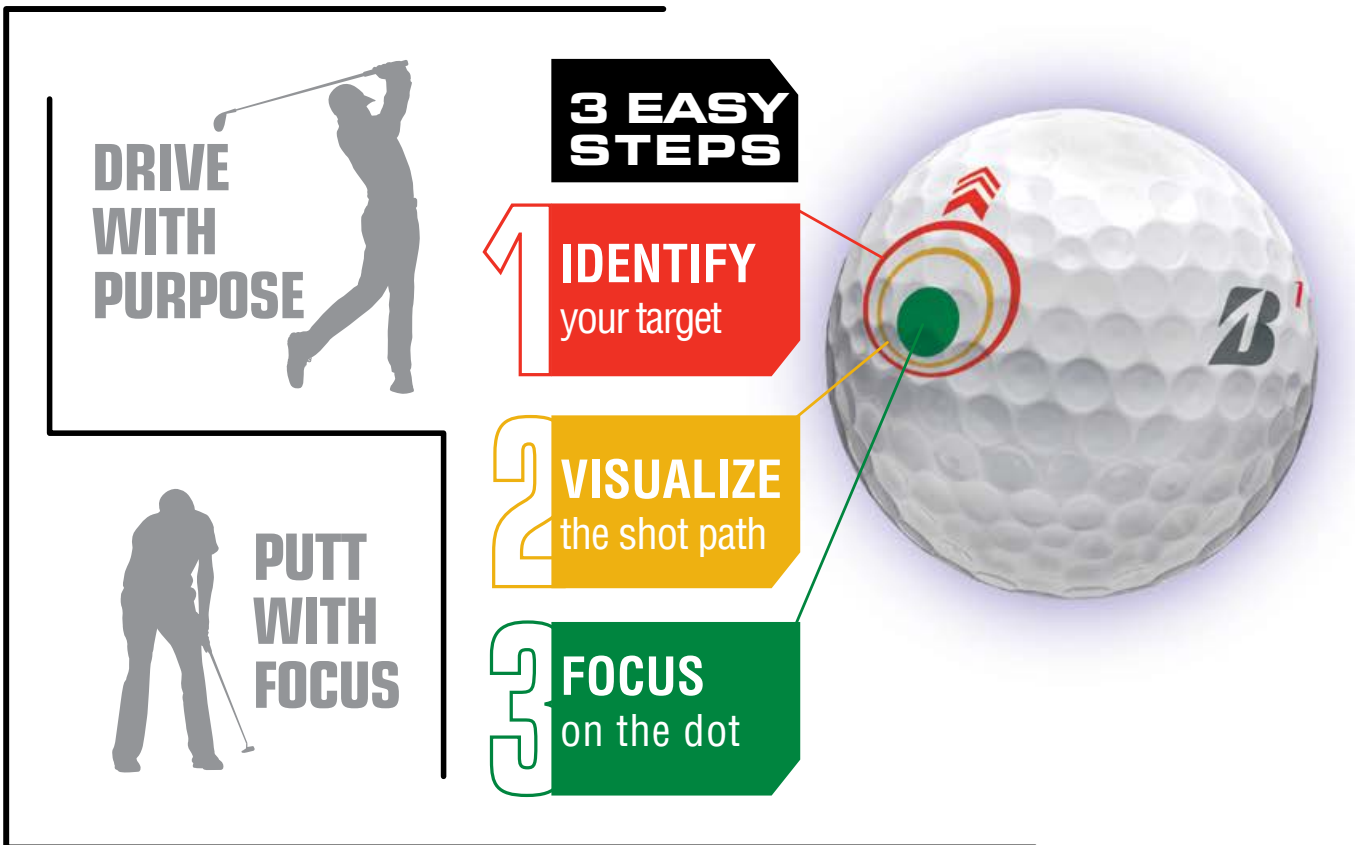
- REACTIV X System
- Ideal for players with swing speeds OVER 105 MPH who want additional spin



# MINDSET™

## FREE TO PERFORM

Free your mind to improve your golf swing and putting stroke. MindSet is a breakthrough mental approach that enables you to separate analytical thoughts from athletic performance.

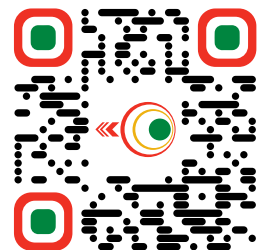




“I’ve used the principles of MindSet for over 10 years and it helped me become the #1 player in the world, and now Bridgestone has applied this process to a golf ball - that’s a game changer.”

**JASON DAY**

Scan for  
MindSet video  
demonstration



# TOUR TEAM



## TIGER WOODS

2022 World Golf Hall of Fame Inductee  
2019 Masters Champion  
2018 TOUR Championship  
15 Major Wins  
82 PGA TOUR Wins

## JASON DAY

2023 AT&T Byron Nelson Champion  
2015 World Number One  
2015 PGA Championship  
4 Presidents Cup Appearances  
13 PGA TOUR Wins





## FRED COUPLES

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

## MATT KUCHAR

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

## LEXI THOMPSON

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



# e12 CONTACT

## ENGINEERED FOR STRAIGHT DISTANCE



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

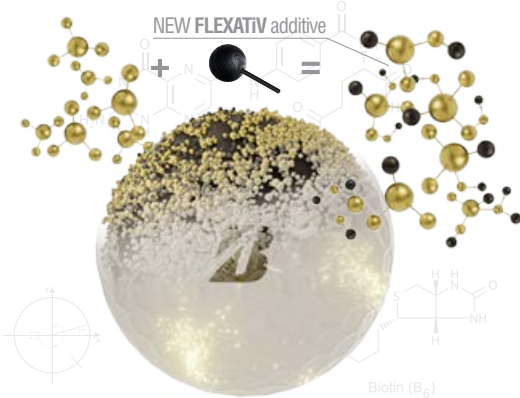


SKU: 3CG6D



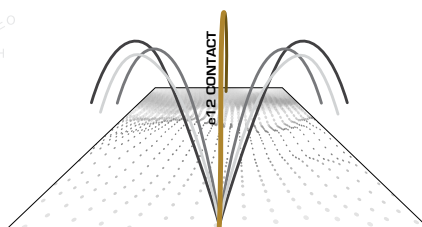
SKU: 3CR6D

### 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



STRAIGHT 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



SKU: 3DWX6D

- NEW e9 Long Drive delivers Extreme Distance
- Official golf ball of the World Long Drive
- 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



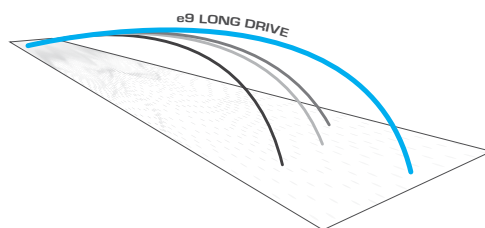
### SEAMLESS 330 DIMPLE COVER

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

# e6

## ENGINEERED FOR POWER AND FEEL.



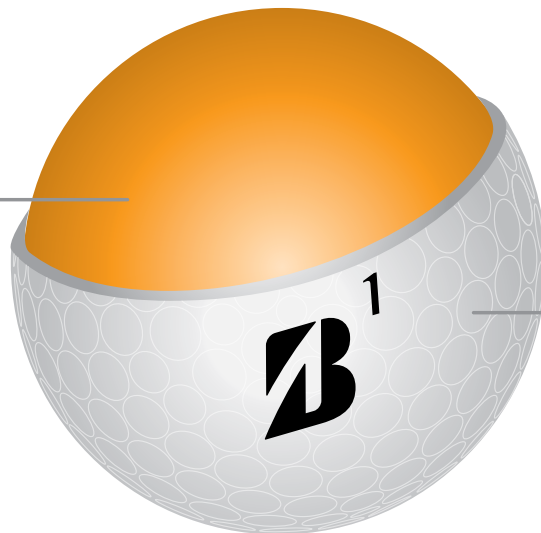
SKU: 3EYX6D

+

- 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 Seamless - 330 dimple design generates increased lift off the clubface
- Gradational compression creates more force and longer drives

## SOFTER CORE

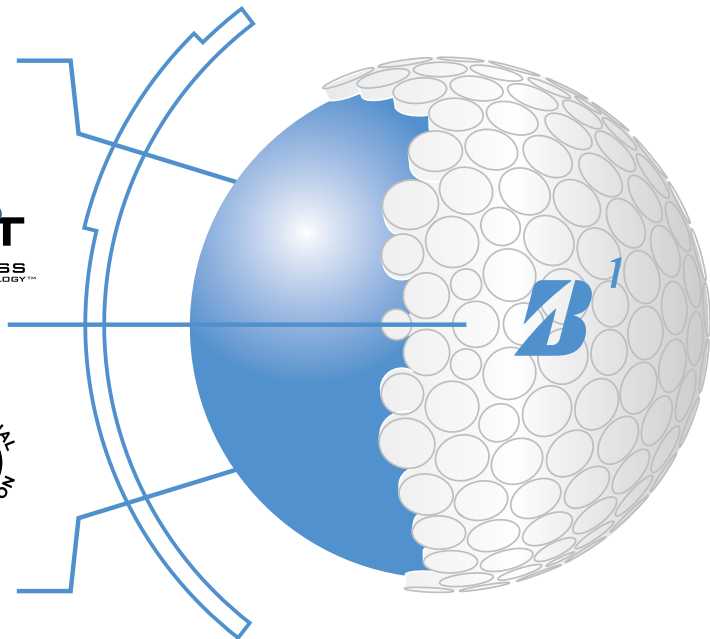
For players who want soft feel, more control and less vibration at impact

## HIGHER FLIGHT

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

## LONGER DISTANCE

Gradational compression equals more repulsion and longer drives



# LADDIE EXTREME

+

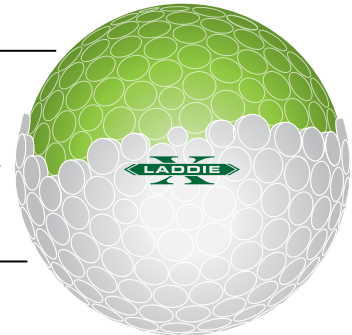
- Enhanced velocity Muscle - Fiber core for maximum distance
- Aerodynamic 372-dimple design helps keep true flight in the wind
- Touch N' Control Ionomer cover for great control in the short game

## EXTREME DISTANCE EXCEPTIONAL FEEL

ENHANCED VELOCITY  
MUSCLE-FIBER CORE

TOUCH N' CONTROL  
IONOMER COVER

DISTANCE OPTIMIZED  
372 DIMPLE DESIGN



SKU: PLXD4G

**EXPERIENCE GAME-CHANGING DISTANCE WITH PRECEPT. THE EXTRA DISTANCE COMES FROM ADDED BALL SPEED THANKS TO AN ENHANCED VELOCITY CORE.**

# TREO SOFT

+

- Soft Feel: Designed with extra soft feel with a graduated compression core
- 2 Piece Ionomer construction with lower compression
- Extreme Control: Soft & responsive seamless cover

## TREO SOFT

LONGER DISTANCE WITH SOFT GRADATIONAL CORE

SOFTER GRADUAL  
CORE FOR LONGER  
DISTANCE

2 PIECE  
IONOMER COVER

STRAIGHTER  
WITH REDUCED  
DRIVER SPIN FOR  
OPTIMAL FLIGHT



SKU: SFWX6D2G

**OCEANSIDE VARIETY PACK**

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



**MICRO MESH VARIETY PACK**

- Structured performance polyester construction
  - Snapback closure that matches front color
  - Variety Packs: 1x Black, 1x White, 1x Navy, 1x Gray, 1x Red, 1x Royal
- SKU: 9MMVP



**SWING EASY VARIETY PACK**

+ Our Swing Easy collection is designed with the minimalist in mind. This lifestyle cap is perfect for daily use.

- Structured polyester construction
  - Adjustable leather strap closure
  - Variety Packs: 1x Green, 1x Red, 1x Brown, 1x Gray, 1x Black, 1x Navy
- SKU: 9SEV





**LOGO**

- 7/8" colour logo on one pole of the golf ball
- Print up to 4 PMS colours
- Minimum 12 dozen for 1-2 colours
- Minimum 24 dozen for 3-4 colours



**DOUBLE LOGO**

- 7/8" colour logos on two poles of the golf ball
- Print up to 4 PMS colours on both poles
- Minimum 12 dozen for 1-2 colours
- Minimum 24 dozen for 3-4 colours



**PERSONALIZATION**

- Block lettering in ALL CAPS on one pole of the golf ball
- Maximum 17 characters per line – up to 3 lines
- Any colour on white ball as per customer's request
- Minimum 4 dozen



**DOUBLE PERSONALIZATION**

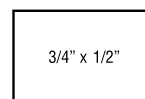
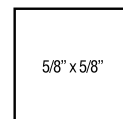
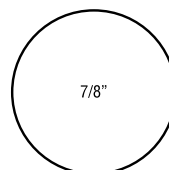
- Block lettering in ALL CAPS on both poles of the golf ball
- Maximum 17 characters per line – up to 3 lines
- Any colour on white ball as per customer's request; same colour on both poles
- Minimum 4 dozen



**LOGO & PERSONALIZATION**

- Colour logo on one pole of the golf ball
- Personalization on the opposite pole of the golf ball
- Minimum 12 dozen for 1-2 colours
- Minimum 24 dozen for 3-4 colours

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





**BRIDGESTONE**  
GOLF

**SPORT FITNESS**  
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