



TWENTY FIFTEEN





fred couples



brandt snedeker



nick price



lee trevino



hudson swafford



sandy lyle



paula creamer



matt kuchar



davis love III



BRIDGESTONE GOLF



jennifer johnson



karrie webb



david feherty



PRO - OVER 105 MPH



➔
ADDED DISTANCE



TOUR B330

- Tour Proven Distance
- Precision Control
- Advanced 4-piece Urethane



➔
ADDED SPIN



TOUR B330S

- Added Spin Control & Feel
- Tour Proven Distance
- Advanced 4-piece Urethane



30% M
Hydro Core Tech
formulation proce
inner (softer) an
reduced spin for



also available in Optic Yellow



➔
ADDED DISTANCE



➔
ADDED SPIN



TOUR B330RX

- Tour Caliber Distance
- Precision Control
- Soft Multilayer Urethane



TOUR B330RXS

- Added Control & Feel
- Tour Caliber Distance
- Soft Multilayer Urethane

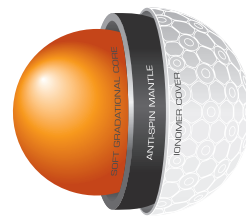
HYDRO CORE GRADATION

Technology incorporates water into the core's center, enhancing the gradation of the core's inner and outer (firmer) regions. The result is longer distance.



ALL B330 MODELS HAVE HYDRO CORE TECHNOLOGY

IDENTIFY YOUR TRAJECTORY CHALLENGE



e5

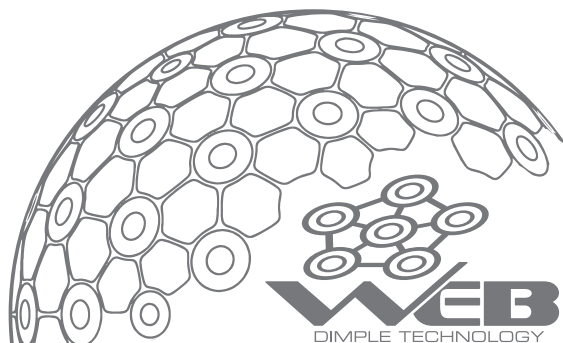
e6

Hit too low? Play the e5 for a Higher flight

Hit too Left or Right? Play the e6 for a Straighter flight

CHALLENGE AND FIND THE  YOU NEED.

also available in Optic Yellow & Optic Orange



Web Dimple Technology increases surface coverage by more than 10% enhancing distance and flight performance. ALL e-series models have Web Dimple Technology

*Compare to previous e-series models



e7

Hit too High? Play the e7 for a more Piercing flight

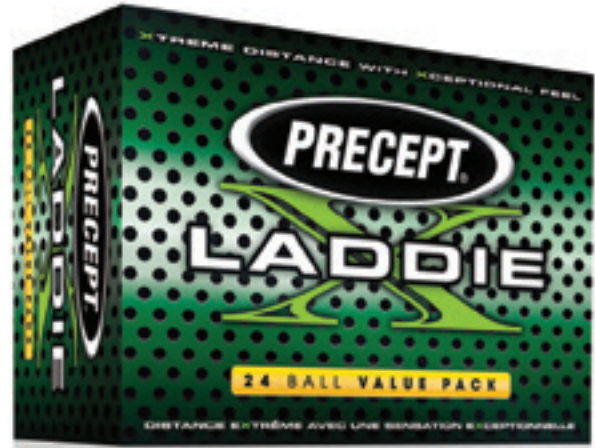
Bridgestone Golf's LADY PRECEPT features a Soft Gradational Core and a 330 Seamless Dimple Design for Longer Distance.



LADY

- SOFTEST LADIES' BALL ON THE MARKET
- EXCEPTIONAL PERFORMANCE AT MODERATE SWING SPEEDS
- THINNER COVER FOR HIGHER LAUNCH AND LONGER SHOTS
- SOFT FEEL FROM TEE TO GREEN

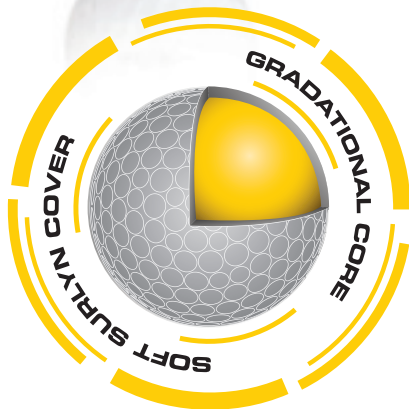
Bridgestone Golf's xFIXx designed for recreational players looking for great all-around performance



Double Dozen



also available in Optic Yellow



xFIXx

- FIX Short Tee Shots
"Not exactly sure what soft gradational core means, but for you, it means longer distance!"
- FIX Hard Landings
"You may not be a dancer, but the soft cover will mean more time on the dance floor!"
- FIX Your Game
"If this ball doesn't FIX your game, you could always be an announcer!"



15 Ball



PRECEPT LADDIE

- LONG
The Laddie X generates hot distance off the driver with high launch and low spin, producing a penetrating flight with a 372 wind-cheating dimple design.
- SOFT
Combination of Enhanced Muscle-Fiber Core and Touch N' Control Ionomer cover provides soft feel and control from tee to green.

BRIDGESTONE GOLF Ball Fitting CHALLENGE

Having options is nice. That's why we have a variety of golf ball fitting tools. Whether at the course, online or on the go, you can find the ball that fits your game!

LIVE IN-PERSON



- **The Ultimate Ball Fitting Experience!**
- **Test current ball head-to-head with Bridgestone recommendation**
- **270,000+ consumers fit via LIVE in-person fittings!**

ONLINE SELECTION GUIDE



- **Queries database of 270,000+ data points to calculate recommendations**
- **Accurate, easy, & convenient!**
- **To host the Ball Selection Guide on your website, contact your Bridgestone Golf sales representative.**

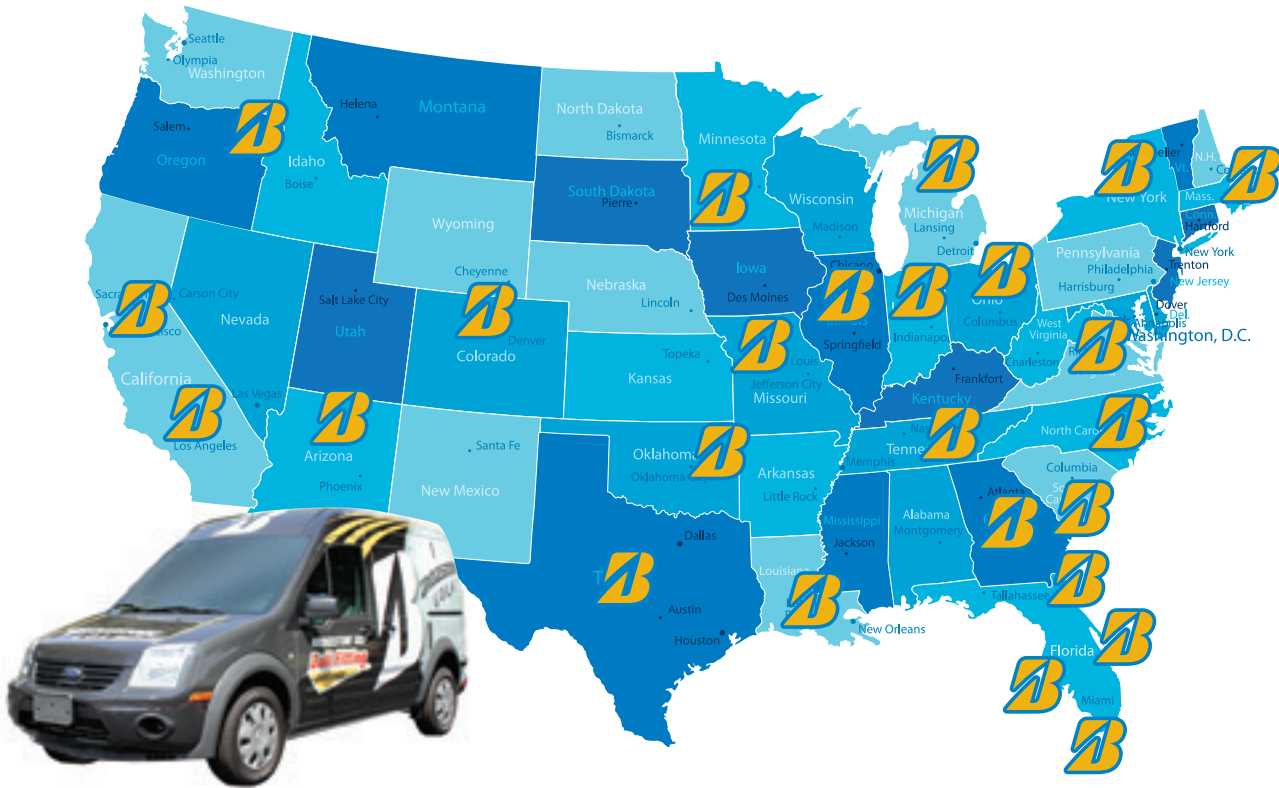
LIVE TEXT CHAT



- **Chat real-time with an expert Bridgestone Golf technician about:**
 - **Ball Fitting & golf balls**
 - **Bridgestone Golf clubs & accessories**
 - **Anything Bridgestone Golf!**

bridgestonegolf.com/bfit

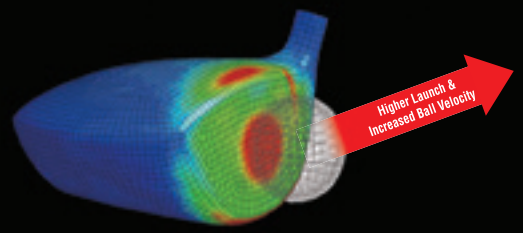
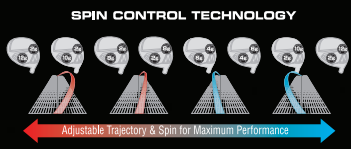
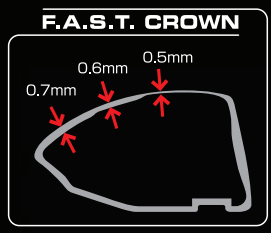
BRIDGESTONEGOLF.COM



- **Over 270,000 Consumers Fit**
- **Over 17,000 Ball Fitting Events Conducted**
- **2,350,000 Yards Gained**
- **Over 2.7 million golf balls struck**
- **Over 1.7 million miles driven (over 3 round trips to the moon and back!)**
- **More Live Ball Fitting Data than any other Manufacturer**
- **70+ Ball Fitting Technicians around the Globe**
- **Teams in 10 countries**
- **The # 1 Ball Fitter in Golf!**



POWER MILLING
Anti-Slip face allows Spin Reduction of 200 – 300 rpms

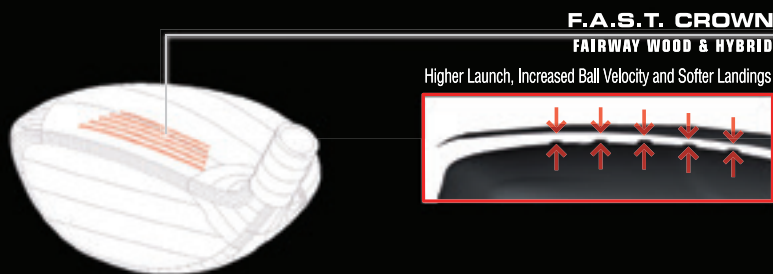


J715 driver

- 460cc F.A.S.T. (Flex Action Speed Technology) Crown Design:
 - Increased ball velocities
 - Higher launch angles
- Power Milled face provides incredible spin reduction
- Spin Control Technology allows for complete control of trajectory and spin
- Variable Adjust System lets the user choose their desired face and lie angle setting
- Lofts: 8.5°, 9.5°, 10.5°, 12°
- Mitsubishi Fubuki™ ZT Driver Shaft

J815 driver

- Power Rib sole provides increased rigidity for 460cc F.A.S.T. (Flex Action Speed Technology) Crown to flex against:
 - Maximum ball velocities through increased repulsion
 - Highest launch angles through increased crown deformation
- Power Milled face allows for incredible spin reduction
- Low and deep center of gravity produces forgiving high launching distance
- Variable Adjust System lets the user choose their desired face and lie angle setting
- Lofts: 8.5°, 9.5°, 10.5°, 12°
- Mitsubishi Fubuki™ ZT Driver Shaft
- Available Right Hand only



F.A.S.T. CROWN
FAIRWAY WOOD & HYBRID

Higher Launch, Increased Ball Velocity and Softer Landings



Reduced Heel Profile Enhances Versatility

FAIRWAY WOOD & HYBRID

J15 fairway wood

- F.A.S.T. (Flex Action Speed Technology) Crown Design:
 - Increased ball velocities
 - Higher launch angles
- Our thinnest fairway wood face creates maximum ball repulsion and increased distance
- Adjustable weight allows for user defined trajectory and weight profile
- Lofts: 3+ - 13.5°, 3 - 15°, 5 - 18°
- Mitsubishi Fubuki™ Z Fairway Shaft

J15 hybrid

- F.A.S.T. (Flex Action Speed Technology) Crown Design:
 - Increased ball velocities
 - Higher launch angles
- Reduced heel profile allows for increased versatility from all lies
- Adjustable weight allows for user defined trajectory and weight profile
- Lofts: 1H - 17°, 2H - 19°, 3H - 21°, 4H - 23°
- Mitsubishi Fubuki™ Z Hybrid Shaft



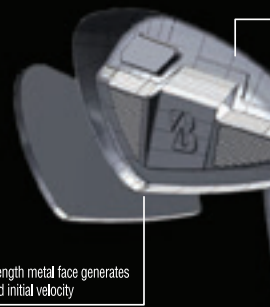
Ultra-compact head for maximum workability



Compact, Wide Sole head design for perfect combination of control and forgiveness



COMPACT 2-PIECE DESIGN



High strength metal face generates increased initial velocity

J15 MUSCLE BACK irons

- Premium forged carbon steel provides incredible feel
- Ultra-compact head allows the ultimate in shot shaping workability and versatility
- Narrow Sure Contact Sole ensures contact and turf interaction for the most demanding players
- True Temper® Dynamic® Gold DG Pro shaft
- Available Right Hand Only: 3-iron, 4-PW

J15 CAVITY BACK irons

- Premium forged carbon steel provides incredible feel
- Compact head provides tour control and shot shaping workability
- Wide Sure Contact Sole ensures consistent contact and turf interaction with added forgiveness
- True Temper® Dynamic® Gold DG Pro shaft
- Available: 3-iron, 4-PW

J15 DRIVING FORGE

- Compact two-piece premium forged ca
- Hidden cavity between front and rear of
 - Flex Action Speed Technology for inc
 - Allows discretionary weight to be moved to
- Incredible feel
- Mid Sure Contact Sole ensures consist
- True Temper® Dynamic® Gold DG Pro s
- Available Right Hand Only: 3-iron, 4-P



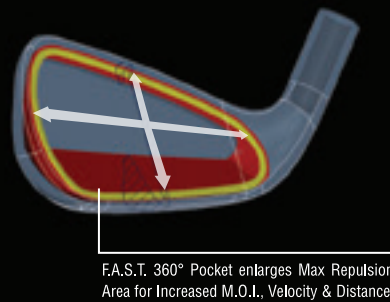
Forged Carbon Steel



Larger profile for increased forgiveness

Increased thickness behind sweetspot for improved feel & feedback

Dual Pocket Turbo Rubber – Saved discretionary weight provides improved perimeter weighting, lower C.O.G., and higher M.O.I.



F.A.S.T. 360° Pocket enlarges Max Repulsion Area for Increased M.O.I., Velocity & Distance

Dual Pocket Forged irons

Forged carbon steel design club provides increased ball repulsion and distance perimeter for increased forgiveness

Wider Sure Contact sole allows for consistent contact and turf interaction while providing more forgiveness on off-center hits

J15 Dual Pocket Forged irons

- Premium forged carbon steel
- Turbo Rubber Design:
 - Allows discretionary weight to be moved to the perimeter for increased forgiveness and higher M.O.I.
 - Creates incredible feel
- Mid-size head provides tour control while enhancing confidence at address
- Wider Sure Contact Sole allows for consistent contact and turf interaction while providing more forgiveness on off-center hits
- True Temper® Dynamic® Gold DG Pro shaft
- Available Right Hand Only: 3-iron, 4-PW

J15 Cast irons

- Oversize cast steel design to inspire confidence
- F.A.S.T. (Flex Action Speed Technology) 360° undercut pocket creates easy launching, straight distance
- Widest, Round Sure Contact Sole offers maximum forgiveness on off-center hits
- Nippon N.S. Pro 950GH shaft
- Available Right Hand Only: 4-iron, 5-AW



Loft	Lie	Length	S/W	Bounce
50°	64°	35.75"	D4	8°
52°	64°	35.75"	D4	8°
54°	64°	35.75"	D4	10°
56°	64°	35.5"	D5	14°
58°	64°	35.5"	D5	8°
60°	64°	35.5"	D5	6°

J15 SATIN CHROME WEDGE

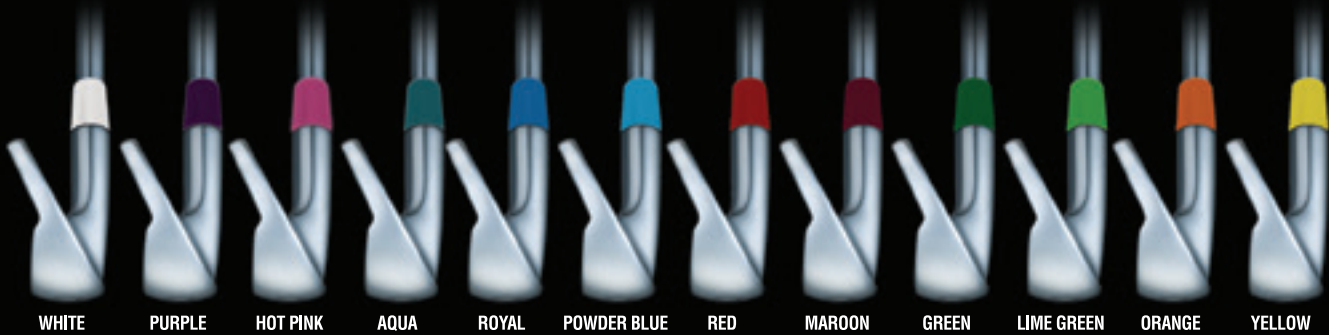
- Premium forged carbon steel provides incredible feel
- Tour preferred tear drop shape design
- Aggressive conforming U grooves allows for maximum channeling of dirt and debris ensuring consistent ball to face contact
- Heat treated to enhance durability
- Machine milled face increases surface roughness for added spin
- Sure Contact Sole ensures consistent contact and turf interaction from all lies
- True Temper® Dynamic® Gold Spinner shaft
- Available Right Hand Only

J15 BLACK OXIDE WEDGE

- Premium forged carbon steel provides incredible feel
- Tour preferred tear drop shape design
- Aggressive conforming U grooves allows for maximum channeling of dirt and debris ensuring consistent ball to face contact
- Heat treated to enhance durability
- Machine milled face increases surface roughness for added spin
- Sure Contact Sole ensures consistent contact and turf interaction from all lies
- Non-glare black oxide finish
- True Temper® Dynamic® Gold Spinner shaft

Bridgestone Golf Custom Color Program

Bridgestone Golf brings club customization to a whole new level! With Bridgestone Golf's Custom Color Program, consumers have the ability to order their clubs (hybrids, irons, or wedges) with the ferrule and grip color of their choice. Offering 12 unique ferrule colors and 38 total grip choices in a variety of colors, there is now a whole new way to show your style!



WHITE PURPLE HOT PINK AQUA ROYAL POWDER BLUE RED MAROON GREEN LIME GREEN ORANGE YELLOW

Grip prices vary by style. Please visit your nearest Bridgestone Golf dealer for more info.



nick price

TRUEBALANCE putter

FEATURES

- 360 Gram Stainless Steel Head Construction
- Dual Layer Grooved Insert provides the perfect combination of feel and roll performance
- True Balance Models feature Unique Lightweight 100% EVA grips providing the ultimate in comfort, feel, and traction (Available in 2 Sizes: Standard and Oversize)
 - Steel Models feature Rubber Pistol Grips for improved feel and fit (One Size)
- True Balance Models feature Specially Engineered Lightweight Graphite Shafts providing unmatched feel and user feedback
 - Steel Models feature Improved Steel Shafts for increased player feedback
- Putters available in True Balance (TD-01 and TD-03) and traditional Steel models (TD-01, TD-02 and TD-03)

TRUE BALANCE BENEFITS

- Balance point less than 5" from sole provides incredible feel and connection to the putter head, improving speed and distance control
- Naturally "gates" through the stroke and squares to the target, eliminating the most common miss of short, right
- Make more putts!



TOUR STAFF BAG

- 9.5" 6-way divider top
- 9 zippered pockets, including a valuables pocket
- Padded, slip resistant strap with protective clip cover
- Dual strap adaptable
- Hidden umbrella well
- Matching rain hood included



MINI STAFF BAG

- 9.5" 5-way divider top
- 8 zippered pockets, including a valuables pocket
- Padded, slip resistant strap
- Dual strap adaptable
- Ring umbrella well
- Matching rain hood included

LIGHT WEIGHT CART BAG

- Weighs less than 6.5 lbs.
- 9.5" 5-way divider top
- 7 zippered pockets – easily accessible from the cart
- Padded, slip resistant strap
- Matching rain hood included





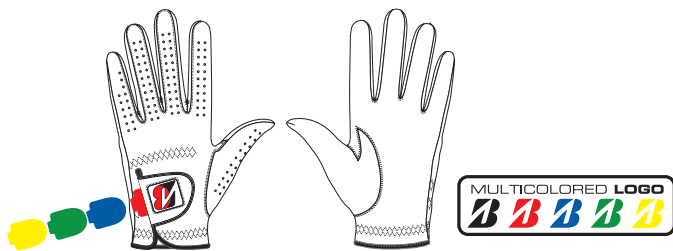
LIGHTWEIGHT STAND BAG

- Our lightest bag ever – weighs less than 4.7 lbs.
- 9" 4-way divider top
- Ergonomic top handle
- 5 zippered pockets, including a valuables pocket
- 3 water bottle holders
- Leg lock strap keeps legs in place when used in cart
- Matching rain hood included





Tour proven



Tour Premium Glove

- Premium Select Cabretta Leather enhances the luxuriously soft feel for a consistent grip and excellent durability
- Premium Leather Color Sheet Tab provides a variety of unique color options to choose from:
 - 2 color tabs in every package provide 5 unique color options to choose from: Red, Blue, Green, Yellow and Black (if all color sheets are removed)
- Cross Cut™ tab technology allows for a superior fit
- Soft terry cuff provides additional comfort
- Bridgestone's softest and thinnest glove ever!



e-Glove

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



SOFT GRIP Glove

- Premium Cabretta leather palm and thumb for incredible feel and softness
- Ultra-soft water resistant synthetic leather for all weather conditions
- Mesh inserts provide breathability and flexibility for a perfect, consistent fit
- Soft tab technology for maximum comfort



BSG LADY Glove

- Cabretta leather palm and thumb for comfortable feel and gripping power
- Water-resistant synthetic leather for durability and performance in all weather conditions
- Mesh inserts provide breathability and flexibility
- Cross Cut™ tab technology provides a superior fit



BACKPACK

- 100% Nylon doobby backpack with contrast piping
- Deluxe internal organizer
- Side entry padded laptop compartment
- Velour lined valuables pocket
- Seven point padded back support



DEN CADDY

- 9" top and 15 ½" tall
- Capacity up to 15 dozen (180 balls)



STAFF TOWEL

- 16" x 32" 100% Cotton
- Fabric strap to secure towel on clubs or golf bag



UMBRELLA

- 68" Arc Double Canopy
- Windproof gussets
- Fiberglass shaft and rib construction for increased durability and life of umbrella
- TPR handle (Thermal Plastic Handle)

BOARDER "B" HATS

- Unique styling aimed at the modern golfer
- Structured performance material with mesh backing
- FlexFit® sweatband for the ultimate fit and comfort
- 3D Embroidery
- Adjustable snapback closure



White

Black

Sea Blue

Turf

SURFER SERIES HEADWEAR

- Mesh backing for the ultimate in breathability
- Pre-curved visor
- Self sweatband
- Adjustable snapback closure



Orange/White

Green/White

Royal/White

DIGITAL CAMOUFLAGE

- Digital Camouflage prints
- USA flag embroidery on left side panel
- Adjustable snapback closure
- Available in Green and Navy



Camo Green

Camo Navy

REALTREE® CAMOUFLAGE HEADWEAR

- Authentic RealTree® pattern
- 3D Embroidery
- Adjustable fabric closure
- Hats for on & off the course!
- Available in Orange and Pink



Camo Pink "B"

Camo Orange "B"



Azalea Green

Azalea Yellow

LIMITED EDITION AZALEA HEADWEAR

- Unique headwear designed around the 1st Major of the Year
- 100% Semi-structured cotton twill
- Adjustable closure
- Azalea embroidery on back and “2015” embroidery on right side panel
- A true collector’s item!



Granite/White

Kelly Green/White

Navy/White

TOUR CONTRAST HI-CROWN VISORS

- High crown contrast cotton twill construction
- Terry cloth sweatband
- Adjustable back strap closure
- Tour logos



White

Black

“B” PATCH HATS

- Structured performance material
- FlexFit® sweatband for the ultimate fit and comfort
- 3D Embroidery
- Adjustable snapback closure



French Blue

Navy

Aqua

KUCHAR COLLECTION

- Designed and worn on Tour by Matt Kuchar
- Semi-structured lightweight material for maximum breathability
- Embossed adjustable soft buckle closure
- Pre-curved visor
- Self sweatband



Jade

Forest

Charcoal

TOUR FITTED PERFORMANCE

- Tour Proven
- Performance Blended Structured Fit
- FlexFit® Sweatband for Unmatched Fit and Performance
- Available in S/M and L/XL



White

Black

WATER REPEL

- Hi-tech Hybrid Performance Material
- Water Repellent
- Cool & Dry
- Breathable
- Structured Fit
- Adjustable buckle closure



Navy

Gray

White

Black

COUPLES COLLECTION

- Tour Proven
- Unstructured cotton twill
- Self sweatband
- Pre-curved visor
- Adjustable soft buckle system



White

Black

Stone

Navy

Pink

PERFORMANCE CAP

- Tour Proven
- Pearl Nylon material
- Moisture Wicking and UV Protection Performance
- Performance sweatband
- Pre-curved visor
- Adjustable back strap closure



Stone

White

Black



Cobalt

Lime

Comet



White

Black

SNEDEKER COLLECTION

- Tour Proven
- High crown cotton twill construction
- Terry cloth sweatband
- Adjustable back strap closure



White

Black

FLAT BILL CAPS

- Tour Proven Performance Fitted Hat
- Performance sweatband
- 3D Embroidery
- Available in sizes: S/M and L/XL



White

Black

BEANIE

- Tour Proven
- 100% Cotton
- Fleece-lined for maximum warmth and comfort
- Signature Bridgestone Golf "B" logo
- One Size Fits All



White

BUCKET HAT

- Tour Proven
- Pearl Nylon Material
- Moisture Wicking and UV Protection Performance
- Performance sweatband
- Available in S/M and L/XL



White

Stone

BOONIE HAT

- 100% Supplex® Brand Nylon
- UPF 50+ UV Sun Protection
- Wide-Brim Design
- CoolMax® Sweatband
- Available in S/M and L/XL



NFL® HEADWEAR

- 100% Cotton Twill
- Relaxed Fit
- 3D Raised Embroidery
- Garment washed for a broken in look and feel
- Adjustable buckle closure
- Available in 31 NFL teams



*Features custom lid, sleeve & ball.



COLLEGIATE HEADWEAR

- 100% Cotton Twill
- Relaxed Fit
- 3D Raised College Embroidery
- Adjustable buckle closure
- Available in 29 College teams



*Features custom lid, sleeve & ball.

Available Team golf balls: Alabama, Arizona State, Arkansas, Auburn, Clemson, Florida, Florida State, Georgia, Georgia Tech, Indiana, Kansas, Kentucky, Louisville, LSU, Miami, Mississippi, Nebraska, Notre Dame, Ohio State, Oklahoma, Penn State, South Carolina, Stanford, Tennessee, Texas, Texas A&M, Virginia Tech, Washington, West Virginia. Additional teams may be added periodically. Check bridgestonegolf.com for updated availability.

*Contact authorized dealer for team availability.



NHL® e6 GOLF BALLS



*Features custom lid, sleeve & ball.



TOUR PERFORMANCE CAPS / CUSTOM LOGO HEADWEAR

Custom logo headwear now available on Tour Performance caps, including option for front panel logo placement. Cap available in white, black, navy and stone. Minimum order 24 pieces.





LOGO

7/8" color logo on one pole of the golf ball. Print up to 6 PMS colors.
 Minimum 12 dozen
 Lead Time 5-7 business days



DOUBLE LOGO

7/8" color logos on two poles of the golf ball. Print up to 6 PMS colors on both poles.
 Minimum 12 dozen
 Lead Time 5-7 business days
 Additional fees apply



PERSONALIZATION

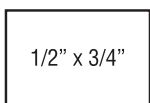
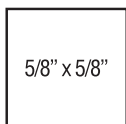
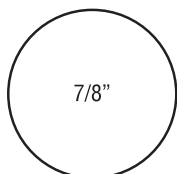
Block lettering in ALL CAPS on one pole of the golf ball. Maximum 17 characters per line – up to 3 lines.
 Imprint colors: BLACK, BLUE, RED, or GREEN
 Minimum 1 Dozen
 Lead Time 5-7 business days



DOUBLE PERSONALIZATION

Block lettering in ALL CAPS on both poles of the golf ball. Maximum 17 characters per line – up to 3 lines.
 Imprint colors: BLACK, BLUE, RED, or GREEN: same color on both poles.
 Minimum 1 dozen
 Lead Time 7-10 business days

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



LOGO & PERSONALIZATION

Color logo on one pole of the golf ball. Personalization on the opposite pole of the golf ball.
 Minimum 12 dozen
 Lead Time 7-10 business days
 Additional fees apply
 Additional fees apply



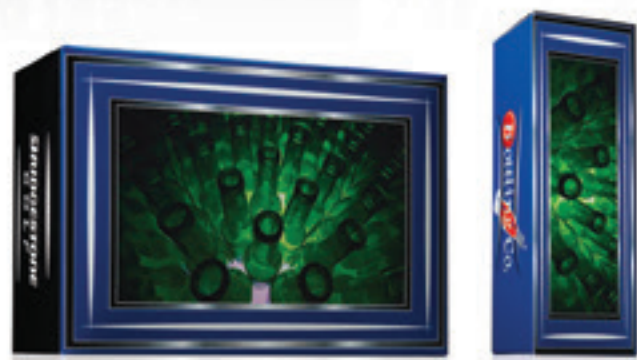
DOZEN SETS

- Dozen Set Includes: Custom Lid, Tray, and 4 3-Ball Sleeves
- Minimum Order Qty: 48 Dozen
- Turnaround Time: 3 Weeks from Artwork Approval



WRAPS

- Dozen Wrap Includes: Custom Wrap & 4 Standard 3-Ball Sleeves
- Minimum Order Qty: 48 Dozen
- Turnaround Time: 3 Weeks from Artwork Approval



HALF-DOZEN SETS

- Half Dozen Set Includes: Custom Lid, Tray, and 2 3-Ball Sleeves
- Minimum Order Qty: 96 Sets
- Turnaround Time: 3 Weeks from Artwork Approval



6-BALL PACKS

- 6-Ball Pack Includes: One Piece Box & 2 Standard 3-Ball Sleeves
- Minimum Order Qty: 96 Packs
- Turnaround Time: 3 Weeks from Artwork Approval



4-BALL PACKS

- 4-Ball Pack Includes: One Piece Box & 2 Standard 2-Ball Sleeves
- Minimum Order Qty: 120 Packs
- Turnaround Time: 3 Weeks from Artwork Approval



3-BALL SLEEVES

- 3-Ball Sleeve: 1 Custom 3-Ball Sleeve
- Minimum Order Qty: 120 Sleeves
- Turnaround Time: 3 Weeks from Artwork Approval



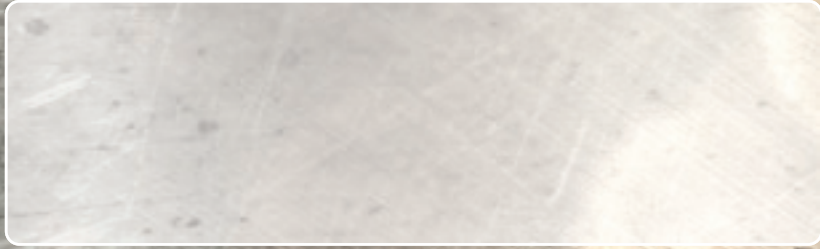
2-BALL SLEEVES

- 2-Ball Sleeve: 1 Custom 2-Ball Sleeve
- Minimum Order Qty: 144 Sleeves
- Turnaround Time: 3 Weeks from Artwork Approval



2-BALL BUSINESS CARD BOX

- 2-Ball Business Card Box Includes: One Piece Box & Custom Foam Insert
- Minimum Order Qty: 144 Packs
- Turnaround Time: 3 Weeks from Artwork Approval



BRIDGESTONE
GOLF
TWENTY FIFTEEN