



## Two swing thoughts for winter

We have two swing thoughts that will help you get the maximum enjoyment out of golf this January:

Play the conditions. Don't fight them. Be less aggressive; swing easier; but do make a shoulder turn. Warm up properly and make sure you rotate. Second, embrace the different environments and conditions. Don't hide.

Don't hibernate. There's real beauty in our winter.

## Feel the thrill

### Don't leave potential behind

The reason we're able to add so many yards to our golfers' tee shots, is the amount of potential they leave behind even after making great contact.

There's a different launch DNA for each golfer that maximizes potential.



Now it's time to "tune" your performance.

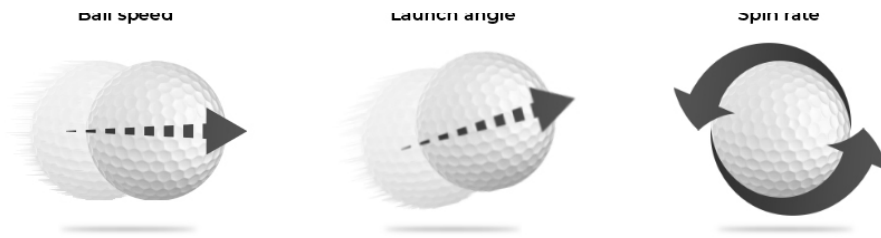
Can we change your angle of attack? How do we influence the amount of spin you create?

What is the launch angle that works best for you?

Ball speed

Launch angle

Spin rate



### We're delivering thrills

Creating the perfect match of ball speed, launch angle, and spin rate, maximizes the distance you'll get off the tee. A change of just 1° and 500rpm can unlock 20 yards. How much potential can we unlock for you? Act now.

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## Playing the wind

### "Check" your rage in at the door

Hitting into the wind? Speed is not necessarily your friend.  
Speed creates spin, and spin creates lift. So don't fight the wind with power.  
The saying is actually "when it's breezy, swing easy".  
Here are four things we'd like to see you practice to enjoy golf in the wind.



*You're going to lose distance,  
so is it a 1 club, 2 club wind.  
Go up another club.*



*Now choke down on the grip, shortening  
the swing arc, reducing clubhead speed,  
but adding control.*





*Make sure your weight is a little more on your front foot at address. Pull the ball back in the stance, to deloft the club further.*



*Now make a shorter swing, making sure your hands are ahead of the clubface at impact. Concentrate on tempo. Don't try to force the shot.*

When you're watching golf on the television, and there's wind about, watch the player's tempos. It's almost like they work even harder on a good tempo in the wind.

## Tempo is good to practice

Why not dedicate a whole practice session just to tempo. Choose a target and go one club higher than you would usually choose. Choke down. Ball back slightly. Swing with a good tempo and watch the ball flight. Is it lower? More accurate? Does the consistency of ball strike improve?

If you want help with tempo,

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