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Monday, May 06, 2024

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## The gifts we offer you

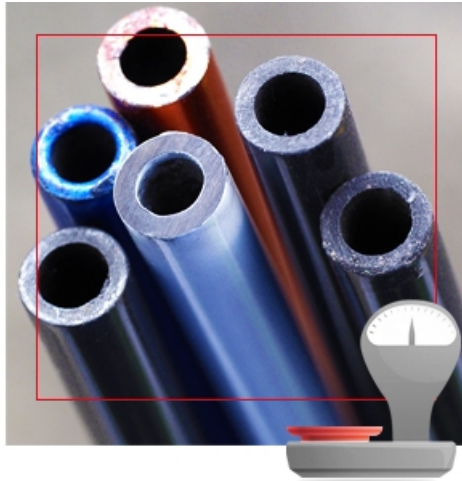


Your driver is your most powerful club, yet many amateurs are happy just hitting the fairway. When it's set up properly FOR YOU, it gives you the confidence to get as far down the fairway as possible. That's exciting!



## SHAFT WEIGHT MATTERS

While shaft flex is talked about often, shaft weight arguably has a bigger impact on your ability to keep your swing on plane. And a swing that is consistently on plane is going to hit nearer the sweet spot more often.



*Some golfers may find a heavier shaft easier to keep on plane and swing faster than a lighter shaft, and vice versa, it all depends on your swing.*



## NOT SO SIMPLE

Finding the right fit is not simply a case of faster swings needing stiff shafts and slower swings requiring flexible shafts.

**No one-size-fits-all**

You and your swing are unique, so things like lie angle, loft, shaft length, and weight need to be adjusted to match your game. A fitting can add more thrills to your game.

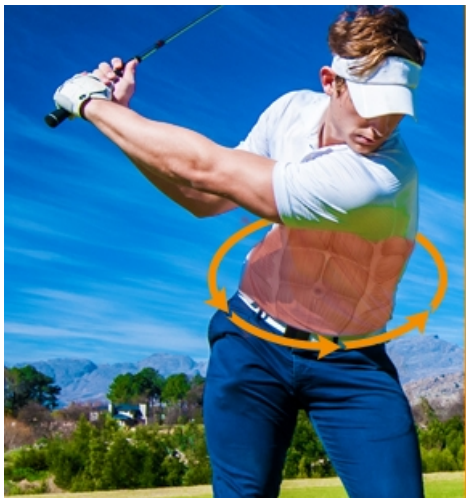
[Get fitted >](#)

## Improve distance this winter

**MORE POWER**  
with LESS EFFORT.



Just because you play less golf in winter doesn't mean you can't work on your game. Let's use this time to work on distance.



The core – trunk and hips – forms the base of any dynamic movement, like the golf swing. The stronger it is, the more easily you can generate power.

### **Plank for extra yards**

A strong core helps you generate more swing speed. The plank is a simple yet effective way to strengthen it. Hold yourself up on your elbows and toes. Start with 10 seconds and build up to one minute.



*If you're unsure how to perform this exercise, please ask a fitness professional. They could also show you progressions if you want more of a challenge.*



**More ways to work your core.**

*The plank is just one of many core exercises.  
Check out these other great options.*

[Learn more >](#)

**Add distance to your game and better movement to  
your life**

Strengthening your core can help you add more yards on the course, and  
improve your overall quality of life.

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