The 2020 Club Fitting Manual builds upon our existing industry-leading fitting methods and resources. It contains the how-to of the fitting process for fitters of all levels and experience.

**Key updates for the 2020 Fitting Manual include:**
- New T-Series Iron, U-Series Utilities, and TS Hybrid information
- Updated long game fitting guidelines

An electronic version of this document and the 2020 Fitting Resources Guide are available online for download at [http://www.titleist.com/golf-club-fitting/resources](http://www.titleist.com/golf-club-fitting/resources).

Our goal is to be known as the industry leader in club fitting, which means providing fitters with the best performing products, best fitting tools, and the highest quality fitting methods and information. We sincerely appreciate your work to help dedicated golfers improve through well-fit golf clubs.

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Brett C. Porath
Director, Club Fitting
PGA of America Member
Fitting Resources

Online Resources: titleist.com/golf-club-fitting/resources
Visit our fitting resource web page for a complete selection of fitting information.

Shaft Performance Guide: titleist.com/shafts
Visit our online shaft guide for complete and up to date shaft charts and shaft information.

SureFit® Hub:
iPad App
Download the app from the iTunes store on your iPad and request a Fitter ID from your sales rep for a faster way to enter club spec recommendations and place custom club orders.

Team Titleist Shaft Library:
1-888-Titleist / 1-888-848-5347
Call to loan shafts, LH head packs for fitting, available to any club fitting partner

Titleist University

• One-stop resource for industry-leading product information, fitting training, and certification
• High quality fitting knowledge based upon years of Titleist research and experience.
• Complete modules all at once or one at a time.

Alumni
• Visit http://titleistuniversity.com and login with your username and password.
• If you forgot your username or password both may be retrieved at the login page.
• View the new modules and review any others.

New Users
• Visit http://titleistuniversity.com and tap the link to sign up for a new account.
• Complete the new user registration information.
• Use TitleistU (case sensitive) for the registration code.
• You may complete modules all at once or stop and start back where you left off.
DRIVER FITTING
DRIVER FITTING GOAL:

Give the golfer maximum distance with consistency by expertly fitting them for every aspect of driver performance using the 30 in 30 methods.

The 30 in 30 method establishes a minimum standard for driver fitting performance and it lays out the necessary steps of a thorough driver fitting.

- Golfers will know what to expect during a Titleist fitting and demand this level of precision
- New fitters will use 30 in 30 to structure their fittings
- Experienced fitters should review the 30 in 30 concept with consumers at the beginning of a fitting to ensure they know what to expect
- We actively promote the 30 in 30 method on Titleist.com and social media to set expectations for a TS Driver fitting
By following these steps in order, the driver fitting will address all critical aspects of a proper fitting. We’ve estimated the number of minutes and swings necessary for each category so that consumers understand the relative time spent on each aspect of the fitting. Of course, your time and shots may vary according to their individual needs.

Be aware that most golfers cannot hit many more than 30 swings before they start tiring and reducing their speed and consistency.
STEP 1
DRIVER FITTING

PLAYER INTERVIEW

The interview is an opportunity to understand the golfer’s goals for the fitting, to get to know them better and to help them understand the driver fitting process.

• Ideally, you have asked the golfer to show up 15 minutes before the fitting time to warm up

• Introduce yourself and help them feel comfortable. Even skilled golfers can get nervous putting their game on display to a stranger, so anything you can do to reduce tension will help.

• Ask questions such as, “What is the primary goal of the fitting?” Answers usually include: Distance, accuracy, shot shape, or trying to avoid a certain kind of shot. Focus your efforts on addressing their main concerns.

• Try to understand how much information they like to receive from the launch monitor and tailor your fitting to give them what they need and not to overload them with data

• Inspect their existing driver for wear pattern on face, tee pattern on sole, check their shaft model, flex and length – these clues can help you learn a lot about their technique before they hit their first shot

• Many fitters record this information on the Player Evaluation forms and retain them for reference in the future
STEP 2
DRIVER FITTING

SELECT THE HEAD MODEL & LOFT

The driver head model and loft directly influence the most important aspects of driver fitting - ball speed, launch and spin. Each of our four driver models have specific performance goals designed to address every dedicated golfer's needs.

Hit shots with at least two models of drivers so you and the golfer can compare and contrast to determine which is best for them.

**Most driver fittings will begin with a TS2 or TS3 model**
- It’s likely that over $\frac{3}{4}$ of your fitting will determine a TS2 or TS3 as the best performing model for that player
- Almost every fitting should start with a TS2 or TS3 driver

**TS1 is lightweight for the player who:**
- Will increase head speed with a light weight driver faster (usually their swing speed is below 90 mph)
- Will benefit from higher launch and spin

**TS4 is a very low spin driver for the player:**
- Whose spin rate is too high because of high speed or steep angle of attack

While you are determining the best model, use the loft that comes closest to optimal ball flight. You will fine tune this later using the SureFit® Hosel and SureFit® CG systems.
### Select the Head Model & Loft

<table>
<thead>
<tr>
<th>PERFORMANCE</th>
<th>TS1</th>
<th>TS2</th>
<th>TS3</th>
<th>TS4</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Launch</strong></td>
<td><strong>Very High</strong></td>
<td><strong>High</strong></td>
<td><strong>Mid</strong></td>
<td><strong>Mid</strong></td>
</tr>
<tr>
<td></td>
<td>• ¾° higher than TS2</td>
<td>• ¾° lower than TS1</td>
<td>• ¾° higher than TS3</td>
<td>• Same as TS4</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• ¾° lower than TS1</td>
<td>• Same as TS4</td>
<td></td>
</tr>
<tr>
<td><strong>Spin</strong></td>
<td><strong>Mid</strong></td>
<td><strong>Low</strong></td>
<td><strong>Low</strong></td>
<td><strong>Very Low</strong></td>
</tr>
<tr>
<td></td>
<td>• 500 rpm higher than TS2</td>
<td>• 75 rpm higher than TS3</td>
<td>• 75 rpm lower than TS2</td>
<td>• 250 rpm lower than TS3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• 500 rpm lower than TS1</td>
<td>• 250 rpm higher than TS4</td>
<td></td>
</tr>
<tr>
<td><strong>Adjustability</strong></td>
<td>SureFit Hosel adjusts loft &amp; lie</td>
<td>SureFit Hosel adjusts loft &amp; lie</td>
<td>SureFit Hosel adjusts loft &amp; lie</td>
<td>SureFit Hosel adjusts loft &amp; lie</td>
</tr>
<tr>
<td></td>
<td>Swingweight adjustable</td>
<td>Swingweight adjustable</td>
<td>Swingweight adjustable</td>
<td>Swingweight adjustable</td>
</tr>
<tr>
<td><strong>Size &amp; Profile</strong></td>
<td>Modern 460cc</td>
<td>Modern 460cc</td>
<td>Traditional 460cc</td>
<td>Traditional 430cc</td>
</tr>
<tr>
<td><strong>Weight with stock shafts</strong></td>
<td>275-278g</td>
<td>306-323g</td>
<td>306-323g</td>
<td>320g</td>
</tr>
<tr>
<td><strong>Stock Length</strong></td>
<td>45.75”</td>
<td>45.5”</td>
<td>45.5”</td>
<td>45.5”</td>
</tr>
<tr>
<td><strong>RH Lofts</strong></td>
<td>9.5°, 10.5°, 12.5°</td>
<td>8.5°, 9.5°, 10.5°, 11.5°</td>
<td>8.5°, 9.5°, 10.5°</td>
<td>8.5°, 9.5°, 10.5°</td>
</tr>
<tr>
<td><strong>LH Lofts</strong></td>
<td>10.5°</td>
<td>8.5°, 9.5°, 10.5°, 11.5°</td>
<td>8.5°, 9.5°, 10.5°</td>
<td>9.5°</td>
</tr>
</tbody>
</table>
STEP 3
DRIVER FITTING

SELECT THE SHAFT MODEL, FLEX AND WEIGHT

Select the driver shaft that produces the fastest ball speeds, most consistent shots and the player’s best feel. Shaft characteristics such as weight, torque, tip flexibility and butt flexibility all combine to affect ball flight and feel.

MODEL:
Select one of the no-upcharge shafts that is closest to the golfer’s current – use the shafts charts in the Resource Guide of www.titleist.com/shafts for help to determine options

FLEX:
Verify by using the chart to the right and discuss feel preferences with the golfer

WEIGHT:
• Start with a weight that is closest to the golfer’s existing driver shaft
• Be sure to try heavier and lighter shafts than their current to understand how weight affects the shaft feel and performance
• Select the shaft that provides the best combination of feel, ball speed and consistency

SHAFT FITTING TRENDS:
• Heavier shafts and firmer flexes for quicker tempo swings
• Lighter shafts and softer flexes for slower tempo swings
• Stiffer tipped shafts can reduce launch and spin
• Softer tipped shafts can increase launch and spin
SELECT THE PROPER SHAFT LENGTH

LENGHT
We want every golfer to select the length they perform best with – your job as their fitter is to examine the options and help them determine the length that offers the best combination of distance and control.

• Start with a 45½" length and observe ball speed & dispersion

• Try 45" and observe any differences in ball speed or dispersion to determine what length is best for the golfer

• Use face tape or spray foot powder to determine impact location on face

DRIVER LENGTH NOTES:
• To provide more distance potential, we increased the stock length of TS Drivers in conjunction with an increase in forgiveness on off-center hits.
• Longer driver shafts have the potential to increase club head and ball speed.
**STEP 4**
**DRIVER FITTING**

**SUREFIT® HOSEL - FITTING FOR LOFT AND LIE**

TS Metals feature a SureFit® Hosel, which allows the loft and lie of each club to be independently adjusted and set for increased distance and control. The following pages outline how SureFit settings are used to more precisely fit golfers.

**LOFT**
- Finding the proper loft helps optimize the player’s launch angle and spin to maximize their overall distance.
- The SureFit® Hosel provides four lofts - ¾° less, std, ¾° and 1½° more loft.
- Plot the player’s launch and spin on the Driver Performance Chart that most closely matches their ball speed.
- Evaluate for potential distance increases by altering launch and/or spin.
- Each ¾° change in loft (one row in the SureFit Hosel chart) typically changes launch angle by ½° and backspin by 275 rpm.

**LIE**
- Finding the proper lie angle helps fine-tune left and right side angle and ball flight curvature.
- The SureFit® Hosel provides four lie angles for each loft position - ¾° flat, std, ¾° upright, and 1½° upright.
- Robot driver testing shows that a ¾° lie angle change (one column change of the SureFit grid setting) moves ball flight two yards downrange.
- Many players will experience a greater difference in ball flight.

*LOFT = EFFECTIVE LOFT with a square face at impact.*

<table>
<thead>
<tr>
<th>LOFT*</th>
<th>A-3</th>
<th>B-3</th>
<th>A-4</th>
<th>B-4</th>
<th>1.5° CLOSED</th>
</tr>
</thead>
<tbody>
<tr>
<td>STD RH LOFT</td>
<td>D-3</td>
<td>C-3</td>
<td>D-4</td>
<td>C-4</td>
<td>.5° CLOSED</td>
</tr>
<tr>
<td>-75° LESS LOFT</td>
<td>D-2</td>
<td>C-2</td>
<td>D-1</td>
<td>C-1</td>
<td>1.5° OPEN</td>
</tr>
<tr>
<td>+1.5° MORE LOFT</td>
<td>A-2</td>
<td>B-2</td>
<td>A-1</td>
<td>B-1</td>
<td>.5° OPEN</td>
</tr>
<tr>
<td>+1.5° MORE RH LOFT</td>
<td>A-3</td>
<td>B-3</td>
<td>A-4</td>
<td>B-4</td>
<td>1.5° CLOSED</td>
</tr>
</tbody>
</table>
The Driver Performance Charts allow you to analyze the golfer’s driver performance and estimate the potential for distance gains by achieving better launch angles, spin rates or a combination of both.

CONSIDER A GOLFER WITH DRIVER SPEED OF 155 MPH LAUNCHING AT 9° AND JUST UNDER 3,000 RPM’S:

• By reducing backspin by 400 rpm’s, you can gain them 3 yards
• By increasing launch by 2°, you can gain them 2 yards
• By doing both – you can gain them approximately 6 yards

On the next page, you'll see the various ways you can alter launch and spin for the golfer.
## Step 4
Driver Fitting Continued

### Optimize Launch Angle

<table>
<thead>
<tr>
<th>Launch Angle Too High? Try:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less Lofted Head</td>
</tr>
<tr>
<td>Lower Lofted SureFit® Setting</td>
</tr>
<tr>
<td>Stiffer Tip Shaft</td>
</tr>
<tr>
<td>Lower Tee Height</td>
</tr>
<tr>
<td>Face Impact Too High On Club Face</td>
</tr>
<tr>
<td>Angle Of Attack May Be Too Shallow and/or Ascending</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Launch Angle Too Low?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Try a TS1 Driver Head</td>
</tr>
<tr>
<td>More Lofted Head</td>
</tr>
<tr>
<td>More Lofted SureFit Setting</td>
</tr>
<tr>
<td>Softer Tip Shaft</td>
</tr>
<tr>
<td>Higher Tee Height</td>
</tr>
<tr>
<td>Face Impact Too Low On Club Face</td>
</tr>
<tr>
<td>Angle Of Attack May Be Too Steep</td>
</tr>
</tbody>
</table>

### Optimize Backspin

<table>
<thead>
<tr>
<th>Backspin Too High?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Try a TS3 or TS4 Driver Head</td>
</tr>
<tr>
<td>Less Lofted Head</td>
</tr>
<tr>
<td>Lower Lofted Surefit® Setting</td>
</tr>
<tr>
<td>Stiffer Tip Shaft</td>
</tr>
<tr>
<td>Stiffer Flex Shaft</td>
</tr>
<tr>
<td>Higher Tee Height</td>
</tr>
<tr>
<td>Face Impact Too Low On Club Face</td>
</tr>
<tr>
<td>Angle Of Attack May Be Too Steep</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Backspin Too Low?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Try a TS1 Driver Head</td>
</tr>
<tr>
<td>More Lofted Head</td>
</tr>
<tr>
<td>More Lofted SureFit Setting</td>
</tr>
<tr>
<td>Softer Tip Shaft</td>
</tr>
<tr>
<td>Softer Flex Shaft</td>
</tr>
<tr>
<td>Lower Tee Height</td>
</tr>
<tr>
<td>Face Impact Too High On Club Face</td>
</tr>
<tr>
<td>Angle Of Attack May Be Too Shallow</td>
</tr>
</tbody>
</table>

### What If The Player Has Low Launch, High Spin?

This combination of launch conditions is the most difficult to improve because club variables that increase launch angle, like loft, also increase spin and vice-versa. This player most likely has a steep angle of attack. The lower spin from a TS4 driver head can be a good choice to bring spin rates to ideal ranges.
EXAMPLE:
USING LANDING ANGLE TO DETERMINE APPROPRIATE LAUNCH AND SPIN

- Landing angle is the byproduct of ball speed, launch, backspin, golf ball aerodynamics and environmental conditions such as wind, temperature and pressure.

Based upon fitter feedback we categorize our recommendations about landing angle as follows:

- Above 42° - seldom fit for this as ball flight is too high and roll is reduced.
- 37°-42° - good range for players who prefer higher ball flight and increased carry.
- 30°-37° - good range for players who prefer mid to lower ball flight and increased roll.
- Below 30° - never fit for this as ball flight is too low with reduced carry and increased dependence upon firm and fast turf conditions.

<table>
<thead>
<tr>
<th>LANDING ANGLE</th>
<th>GUIDANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>42°</td>
<td>Seldom fit above 42°</td>
</tr>
<tr>
<td>37°</td>
<td>Increased Carry</td>
</tr>
<tr>
<td></td>
<td>Reduced Roll</td>
</tr>
<tr>
<td>30°</td>
<td>Increased Roll</td>
</tr>
<tr>
<td></td>
<td>Reduced Carry</td>
</tr>
<tr>
<td></td>
<td>Never fit below 30°</td>
</tr>
</tbody>
</table>
FITTING SUREFIT® CG

TS3 Metals feature SureFit CG which adjusts the club head CG to fine-tune ball flight with neutral, fade or draw flight.

Most fitters use the neutral setting while selecting the head, loft, shaft and length. Even if the results have been good, be sure to hit shots in another setting so you can determine if a different setting is even better.

HOW TO FIT FOR SUREFIT CG

• Have the player hit shots and observe the ball flight using the selected TS3 model, loft, shaft and SureFit hosel settings using the nominal weight.

THE FADE SETTING CAN:
• Reduce a draw
• Accentuate a fade
• Be good for players who have a toe strike location

THE DRAW SETTING CAN:
• Reduce a fade
• Accentuate a draw
• Be good for players who have a heel strike location

SUREFIT CG NOTES:
• Most golfers’ ball flight shifts 3-6 yards when changing from Neutral to Draw or Neutral to Fade
• Some golfers experience ball speed gains once selecting a setting that allows them to swing more aggressively and confidently
FITTING HEADWEIGHT

If your golfer can gain speed by using a lightweight head, the TS1 driver is the ideal choice to reduce weight. In addition to choosing the driver head model, Titleist Metals allow you to adjust and select the headweight that delivers the best feel and performance for every golfer. Players have strong feel preferences regarding headweight but many have never tried clubs with different weights – you can help improve their fitting by incorporating headweight into every fitting.

YOU HAVE LIKELY BEEN USING THE STANDARD WEIGHT THROUGHOUT THE FITTING
• Try the +2 gram weight for two swings – inquire about feel and monitor performance
• If they like the +2 gram weight, try the +4 gram weight to determine which feels and performs better
• If they don’t like the heavier weight try the -2 gram weight

HEADWEIGHT NOTES:
Player testing showed that most golfers preferred a non-standard headweight when they tried each of the five driver weights available:
• 27% selected a lighter weight
• 25% selected the standard weight
• 48% selected a heavier weight
Try heavier and lighter weights against the standard weight to determine if feel and/or performance has improved
## FITTING HEADWEIGHT

The following chart is an overview of the swingweight changes associated with changing the length of clubs. Note that the shaft balance point and grip will alter swingweight as well.

<table>
<thead>
<tr>
<th>Club Length</th>
<th>Mens</th>
<th>Ladies</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 ½&quot; under</td>
<td>+6g</td>
<td>+2g</td>
</tr>
<tr>
<td>1&quot; under</td>
<td>+4g</td>
<td>Std.</td>
</tr>
<tr>
<td>½&quot; under</td>
<td>+2g</td>
<td>-2g</td>
</tr>
<tr>
<td>Standard</td>
<td>Std.</td>
<td>-4g</td>
</tr>
<tr>
<td>½&quot; over</td>
<td>-2g</td>
<td>-4g</td>
</tr>
<tr>
<td>1&quot; over</td>
<td>-4g</td>
<td>-4g</td>
</tr>
</tbody>
</table>

### HOW LENGTH AND WEIGHT AFFECTS SWING WEIGHT:

- Length: 3 points for every ½"
- Headweight: 1.6 grams = 1 point
- Grip weight: 5 grams = 1 point

### BE SURE TO SPECIFY THE WEIGHT WE SHOULD USE WHEN ORDERING CLUBS:

- Your Customer Service Rep can discuss how the various club specs and components combine to achieve a swingweight
- If you do not specify a desired SureFit weight, we assume that you want us to compensate for any changes in length, shaft or grip
- We want to build a club that matches the one used during the fitting - our assumption is that the club you fit with produced the best results, so we want to replicate that build
The following chart is an overview of the swingweight changes associated with changing the length of clubs. Note that the shaft balance point and grip will alter swingweight as well.

### FITTING HEADWEIGHT

<table>
<thead>
<tr>
<th></th>
<th>TS1</th>
<th>TS2</th>
<th>TS3</th>
<th>TS4</th>
</tr>
</thead>
<tbody>
<tr>
<td>+6g</td>
<td>![Image]</td>
<td>![Image]</td>
<td>![Image]</td>
<td>![Image]</td>
</tr>
<tr>
<td>+4g</td>
<td>![Image]</td>
<td>![Image]</td>
<td>![Image]</td>
<td>![Image]</td>
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<tr>
<td>+2g</td>
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<tr>
<td>Standard</td>
<td>![Image]</td>
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<td>![Image]</td>
</tr>
<tr>
<td>-2g</td>
<td>![Image]</td>
<td>![Image]</td>
<td>![Image]</td>
<td>![Image]</td>
</tr>
<tr>
<td>-4g</td>
<td>![Image]</td>
<td>![Image]</td>
<td>![Image]</td>
<td>![Image]</td>
</tr>
</tbody>
</table>

*TS2 hybrid only uses +4g, +2g, Standard, -2g, -4g

*TS3 hybrid only uses +4g, +2g, Standard, -2g, -4g
3 METAL FITTING
3 METAL FITTING GOAL:

Give the golfer maximum distance, playable launch conditions and consistency from the tee and fairway.

STEP 1
3 METAL FITTING

DETERMINE THE GOLFER’S NEEDS FOR THEIR 3 METAL

Have a discussion to determine how the golfer uses their 3 metals...do they mostly use it off the tee or off the turf? Do they want to maximize distance or want to hit shots that stop on a green or don’t roll excessively?

• If they use the 3 metal off the tee, then fit most shots off a tee, but be sure to test a few shots off the ground.
• If they want to maximize distance, use the Driver Performance Charts to help maximize distance.
• Reference Long Game Performance Charts for a combination of distance with some green stopping ability.
• The 3 metal loft may be 13.5°, 15°, or 16.5° to produce preferred ball flight.
**STEP 2**
3 METAL FITTING

**TEST BASELINE LAUNCH CONDITIONS**

For the player’s desire for maximum distance off the tee, maximum distance off the turf, or green stopping ability.

Test baseline launch conditions with the player’s current fairway metal or test with TS2 at A•1 setting.

- Observe ball flight and note average ball speed, launch angle, backspin, carry and total distance.
- Reference Driver Performance Charts to achieve maximum distance.
- Reference Long Game Performance Charts for a combination of distance with some green stopping ability.

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**STEP 3**
3 METAL FITTING

**SELECT TS FAIRWAY MODEL**

Select a TS fairway model that will optimize a player’s launch conditions (ball speed, launch angle and spin) and targeted playability. (maximum distance, green stopping ability, or a combination of the two)

<table>
<thead>
<tr>
<th>SPECIFICATIONS</th>
<th>TS2</th>
<th>TS3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Head Size and Shape</td>
<td>Modern 175cc</td>
<td>Traditional 175cc</td>
</tr>
<tr>
<td>RH Lofts</td>
<td>13.5°, 15°, 16.5°, 18°, 21°</td>
<td>13.5°, 15°, 16.5°, 18°</td>
</tr>
<tr>
<td>LH Lofts</td>
<td>13.5°, 15°, 16.5°, 18°</td>
<td>15°, 16.5°</td>
</tr>
<tr>
<td>Launch and Spin</td>
<td>Higher than TS3</td>
<td>Lower than TS2</td>
</tr>
</tbody>
</table>
STEP 4
3 METAL FITTING

FIT THE 3 METAL SHAFT

SHAFT TYPE
Select a TS fairway model that will optimize a player’s launch conditions (ball speed, launch angle and spin) and targeted playability.

When fitting for the correct shaft in your fairway metal, there are a few notes to consider:

• Fairway metal shaft specifications tend to be similar to those of the driver shaft.

• Most golfers favor a fairway shaft that is 10 grams heavier than the driver shaft.

• Golfers who use their 3 metal as a driving club are less likely to select a heavy fairway shaft.

FITTING FOR LENGTH
The optimum 3 metal length will produce maximum ball speed and control with on-center impacts. Determine the correct length by applying impact tape to a standard length 3 metal. Continue testing at ½" shorter lengths until on-center impact marks are achieved. If on-center marks cannot be achieved, select the 3 metal length that delivers the highest ball speed and most consistent face impact pattern.
FIT THE 3 METAL LOFT

Finding the proper loft can help optimize the player’s launch angle, while generating the correct spin to allow the player to maximize their overall distance off the tee and turf.

1. Start with the standard loft and desired lie angle and have the player hit multiple shots with a pre-selected fairway model and shaft.
   - If the golfer uses a 3 metal mostly as a tee club, focus more on tee performance.
   - If the golfer uses a 3 metal mostly from the turf, focus more on shots taken from turf.
   - Reference the tables below as well as the Long Game Performance Charts.

2. Observe the ball flight and adjust loft accordingly.

3. Hit balls at the new setting and observe the ball flight. Repeat steps 2 and 3 as desired to achieve your preferred flight.

4. Note carry and roll distance as this will be used to calculate the yardage gap between the 3 metal and longest iron with playable trajectory.
**STEP 5**
3 METAL FITTING CONTINUED

**FIT THE 3 METAL LOFT**

**EXAMPLE FITTING FOR LOFT**
A fitter has determined that a TS2 15° with the Mitsubishi Tensei Blue is the best model and shaft for the player, but the ball flight is launching too low. The fitter increases the loft 0.75° by changing the setting from A•1 to D•4. This increases the launch angle and results in better trajectory and desired carry distance.

**OPTIMIZE LAUNCH CONDITIONS**

<table>
<thead>
<tr>
<th>LAUNCH TOO HIGH? TRY:</th>
<th>LAUNCH TOO LOW? TRY:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less Lofted Head</td>
<td>Higher Lofted Head</td>
</tr>
<tr>
<td>Lower Lofted SureFit® Setting</td>
<td>Higher Lofted SureFit® Setting</td>
</tr>
<tr>
<td>Stiffer Tip Shaft</td>
<td>Softer Tip Shaft</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>SPIN TOO HIGH? TRY:</th>
<th>SPIN TOO LOW? TRY:</th>
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<tbody>
<tr>
<td>Less Lofted Head</td>
<td>Higher Lofted Head</td>
</tr>
<tr>
<td>Lower Lofted SureFit® Setting</td>
<td>Higher Lofted SureFit® Setting</td>
</tr>
<tr>
<td>Stiffer Tip Shaft</td>
<td>Softer Tip Shaft</td>
</tr>
<tr>
<td>Stiffer Flex Shaft</td>
<td>Softer Flex Shaft</td>
</tr>
<tr>
<td>Heavier Weight Shaft</td>
<td>Lighter Weight Shaft</td>
</tr>
</tbody>
</table>
FIT THE 3 METAL LIE

The proper lie angle for the player can be determined by evaluating the curvature of the ball flight, turf interaction and the player’s visual preferences at address. The SureFit® hosel provides four different lie angles for each loft position.

1. Starting with the fairway metal set in the A•1 position, have the player hit multiple shots with the pre-selected fairway model and shaft selected earlier in the fitting.
   • If the golfer uses a 3 metal mostly as a tee club, focus more on tee performance.
   • If the golfer uses a 3 metal mostly from the turf, focus more on shots taken from turf.
   • Reference the Long Game Performance Charts and observe ball flight to determine if ball flight has the right combination of stopping ability and distance.

2. Observe the ball flight and adjust accordingly.

3. Hit balls at the new setting and observe the ball flight. Repeat steps 2 and 3 as desired to achieve your preferred flight.

4. Ask the player if they have a preferred lie angle while the club is at address. Consider the player’s preferred lie angle appearance as well as their ideal ball flight.
FITTING SUREFIT® CG

TS3 Fairways feature SureFit CG which adjusts the club head CG to fine-tune ball flight with neutral, fade or draw flight.

Fitting for SureFit CG should be done after the best model, loft, shaft, length and SureFit hosel setting has been determined.

HOW TO FIT FOR SUREFIT CG

• Have the player hit shots and observe the ball flight using the selected TS3 model, loft, shaft and SureFit hosel settings using the nominal weight.
• Try the Fade setting for players looking to reduce a draw or accentuate fade ball flight.
• Use the Draw setting for players looking to reduce a fade or accentuate draw ball flight.

NOTES

• During testing, most golfers found that ball flight shifted 3-6 yards with each change in SureFit CG setting.
• Some golfers experienced ball speed gains once they selected a setting that allowed them to swing more aggressively and confidently.
HYBRID & UTILITY FITTING
LONG GAME FITTING GOAL:

Provide the player with the proper combination of fairway metals, hybrids, utilities and long irons that produce playable trajectories at preferred yardage gaps.

*The best time to fit hybrids is during an iron fitting.

STEP 1
LONG GAME FITTING

CALCULATE THE LONG GAME YARDAGE GAP

Proper yardage gapping with fairway metals, hybrids, utilities, and long irons will allow golfers to have the correct set make up to shoot their lowest scores.

Identify the player’s longest playable iron using the Green Stopping Performance Charts for the players long iron ball speed. Shots with launch and spin in the green area will have playable trajectory and preferred ball flight for most golfers.

Playable iron trajectory results in shots with green-stopping ability. Players should be able to hit shots that land on the green and stop at a front hole location to be considered “playable.”

Determine the carry distance of the player’s longest fairway metal and longest playable iron using the 3 metal and green stopping performance charts in your fitting resource guide.

In general a 20-30 yard gap will require one club and a 40+ yard gap will require two clubs to properly fill the yardage gap.

3 Metal Carry: _______________

Subtract Longest Iron Carry: _______________

Equals Yardage Gap: _______________

Desired fairway or hybrid yardage if gap is filled with one club _______________

Desired fairway or hybrid yardage if gap is filled with two clubs _____ and ______
Determine the number of clubs and the desired carry distances to effectively fill the yardage gap based on the performance between the 3 metal and longest iron.

**HYBRID & UTILITY NOTES**

- Hybrid lie angle selection tends to match iron lie angles.
- The ball flight impact of lie angle changes is more dramatic in higher lofted clubs like hybrids than it is in lower lofted clubs like drivers.

**GOLFERS WHO PREFER HYBRIDS TEND TO:**

- Want greater forgiveness and less distance loss on off-center hits
- Like a larger profile clubhead
- Have difficulty with long iron performance
- Desire more height and/or distance vs. a long iron or utility

- Lie angle and length selection tends to match iron specs
- Changing the lie angle of lower lofted clubs is less dramatic than higher lofted clubs, but can still help direction control and centeredness of contact

**GOLFERS WHO PREFER UTILITIES TEND TO:**

- Prefer the flight versatility of an iron
- Prefer an iron-like profile and its ease of alignment vs a hybrid
- Prefer the launch and spin consistency of an iron
- Are more skilled long iron players

**STEP 2**

**LONG GAME FITTING**

**FILL YARDAGE GAP BETWEEN STRONGEST IRON AND MOST LOFTED FAIRWAY**
Select a TS hybrid model that will optimize a player’s launch conditions

<table>
<thead>
<tr>
<th>PERFORMANCE</th>
<th>TS2</th>
<th>TS3</th>
</tr>
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<tbody>
<tr>
<td>Size</td>
<td>Full Profile</td>
<td>Compact</td>
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<tr>
<td>Launch</td>
<td>Mid</td>
<td>Mid</td>
</tr>
<tr>
<td>Spin</td>
<td>Mid</td>
<td>Low</td>
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</table>

Select a U-Series utility model that will optimize a player’s launch conditions

<table>
<thead>
<tr>
<th>PERFORMANCE</th>
<th>U•500</th>
<th>U•510</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size</td>
<td>Player’s shape and sight lines</td>
<td>Larger, more forgiving blade than U•500</td>
</tr>
<tr>
<td>Launch</td>
<td>Mid</td>
<td>High</td>
</tr>
<tr>
<td>Spin</td>
<td>Mid</td>
<td>Mid</td>
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</table>
STEP 2
LONG GAME FITTING CONTINUED

SELECT THE HYBRID AND/OR UTILITY MODELS AND LOFTS

Determine the number of clubs and the desired carry distances to fill the yardage gap. Reference the Long Game club tables and test utility and fairway clubs at lofts that create playable trajectories and meet desired carry distances based on the player’s longest playable iron.

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<thead>
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<th>14°</th>
<th>15°</th>
<th>16°</th>
<th>17°</th>
<th>18°</th>
<th>19°</th>
<th>20°</th>
<th>21°</th>
<th>22°</th>
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<th>28°</th>
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<td>4</td>
<td>5</td>
<td>6</td>
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</tbody>
</table>

SELECT THE HYBRID AND/OR UTILITY MODELS AND LOFTS
SELECT THE HYBRID SUREFIT® SETTINGS

1° SUREFIT® HOSEL FOR TS HYBRIDS
In combination with offering hybrid lofts every 2° from 17° to 27°, the TS hybrids have a SureFit hosel with 1° of adjustment in each row and column of the SureFit grid.

- TS, 818, 816, 915 and 913 shafts are interchangeable
- TS, 818 & 816 shafts adjust in 1° increments if used in 915, 913 heads
- 913, 915, shafts adjust in 0.75° increments if used in TS, 818 & 816 heads

<table>
<thead>
<tr>
<th>LOFT °</th>
<th>MOST DRAW</th>
<th>B·3</th>
<th>A·4</th>
<th>B·4</th>
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<tbody>
<tr>
<td>+2</td>
<td>A·3</td>
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<td></td>
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<tr>
<td>+1</td>
<td>D·3</td>
<td>C·3</td>
<td>D·4</td>
<td>C·4</td>
</tr>
<tr>
<td>STD</td>
<td>A·2</td>
<td>B·2</td>
<td>A·1</td>
<td>B·1</td>
</tr>
<tr>
<td>-1</td>
<td>D·2</td>
<td>C·2</td>
<td>D·1</td>
<td>C·1</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>LOFT °</th>
<th>MOST DRAW</th>
<th>C·1</th>
<th>D·1</th>
<th>C·2</th>
<th>D·2</th>
</tr>
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<tbody>
<tr>
<td>+2</td>
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</tr>
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<td>+1</td>
<td>B·1</td>
<td>A·1</td>
<td>B·2</td>
<td>A·2</td>
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</tr>
<tr>
<td>STD</td>
<td>C·4</td>
<td>D·4</td>
<td>C·3</td>
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<tr>
<td>-1</td>
<td>B·4</td>
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<td>B·3</td>
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<table>
<thead>
<tr>
<th>LIE</th>
<th>RH UPRIGHT</th>
<th>UPRIGHT</th>
<th>STD RH LIE</th>
<th>1° FLAT</th>
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<td>RH</td>
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<table>
<thead>
<tr>
<th>LIE</th>
<th>LH FLAT</th>
<th>STD LH LIE</th>
<th>1° UPRIGHT</th>
<th>2° UPRIGHT</th>
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<tbody>
<tr>
<td>LH</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
• Start with a shaft that is closest to the player’s current hybrid or fairway shaft.
• Utilities can use hybrid shafts and iron shafts - the lighter weight of some hybrid shafts can help increase distance in the stronger lofted utilities.
• To find comparable or other options for a player, use the Shaft Performance Guide at [www.titleist.com/shafts](http://www.titleist.com/shafts).
• Use the speed and tempo table to help select the correct flex, also discuss feel preferences with the player.
• Try heavier and lighter shafts for the player to see how weight affects feel and performance.
• Select the hybrid shaft that produces the most consistent shots, the best feel for the player and fastest ball speeds.
IRON FITTING
IRON FITTING GOAL:

Provide the player with the best iron model, specifications and set make-up to optimize ball flight and performance.

**NOTE:** During an iron fitting session, allow time to fit long game gaps and wedges.

The 30 in 30 method establishes a minimum standard for iron fitting performance and it lays out the necessary steps of a thorough iron fitting.

- Golfers will know what to expect during a Titleist fitting and demand this level of precision
- New fitters will use 30 in 30 to structure their fittings
- Experienced fitters should review the 30 in 30 concept with consumers at the beginning of a fitting to ensure they know what to expect
- We actively promote the 30 in 30 method on [www.titleist.com](http://www.titleist.com) and social media to set expectations for a high quality iron fitting
By following these steps in order, the iron fitting will address all critical aspects of a proper fitting. We’ve estimated the number of minutes and swings necessary for each category so that consumers understand the relative time spent on each aspect of the fitting. Of course, your time and shots may vary according to their individual needs.

Be aware that most golfers cannot hit many more than 30 swings before they start tiring and reducing their speed and consistency.
STEP 1
IRON FITTING

PLAYER INTERVIEW

The player interview is your opportunity to understand the golfer’s goals for the fitting

- Select the Green Stopping Performance chart for the player’s ball speed and plot the average launch angle and backspin.
- Discuss golf course conditions and the player’s preferred ball flight, carry distance and ball-stopping performance expectations.
- Learn about their game and help them understand the iron fitting process.
- Determine the amount of launch monitor data they would like to receive.
- Inspect their current irons to determine wear patterns, current set make-up and specs.

Observe the player’s posture and note club length and lie angle with the player’s current iron.

Have the player hit three or four shots with their current 7-iron. Observe ball flight and note ball speed, launch angle, backspin and carry distance.
**STEP 2**
**IRON FITTING**

## SELECT HEAD MODEL

Using the information learned in the interview, hit two or three of the models and make a selection that provides the best combination of performance, forgiveness and appearance.

<table>
<thead>
<tr>
<th>COMPARISON</th>
<th>T300</th>
<th>T200</th>
<th>T100</th>
<th>CB</th>
<th>MB</th>
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</thead>
<tbody>
<tr>
<td><strong>TARGET PLAYER</strong></td>
<td>Skilled to Aspiring</td>
<td>Skilled to Aspiring</td>
<td>Skilled to Aspiring</td>
<td>Skilled</td>
<td>Skilled</td>
</tr>
<tr>
<td><strong>FORGIVENESS</strong></td>
<td>High</td>
<td>High</td>
<td>Medium High</td>
<td>Medium</td>
<td>Low</td>
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<tr>
<td><strong>WORKABILITY</strong></td>
<td>Low</td>
<td>Medium</td>
<td>Medium</td>
<td>High</td>
<td>High</td>
</tr>
<tr>
<td><strong>OFFSET</strong></td>
<td>Progressive</td>
<td>Progressive</td>
<td>Progressive</td>
<td>Minimal</td>
<td>Minimal</td>
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<tr>
<td><strong>TRAJECTORY</strong></td>
<td>High</td>
<td>High</td>
<td>Mid</td>
<td>Mid to Low</td>
<td>Mid to Low</td>
</tr>
<tr>
<td><strong>DISTANCE</strong></td>
<td>Longest</td>
<td>Long</td>
<td>Medium</td>
<td>Medium</td>
<td>Medium</td>
</tr>
</tbody>
</table>

DISTANCE
STEP 3
IRON FITTING

SELECT SHAFT MODEL, FLEX, LENGTH

Start with the stock shaft of the model selected as a baseline.

Use the launch monitor landing angle and Green Stopping Performance Chart in the Fitting Resource Guide to select the ideal launch angle and backspin based on the player's ball speed.

Use the Shaft Performance Guide online at www.titleist.com/shafts to select shafts that will help the golfer achieve the desired launch conditions.

The speed and tempo guide is a good starting point and guide when fitting for shaft flex.

The correct shaft flex allows the player to load the shaft properly for better ball striking and can be determined by comparing the player's ball speed/club head speed and tempo.

Quicker tempos require heavier shafts and firmer flexes.

Smotherer tempos may benefit from lighter weight shafts with softer flexes.

Fit for a length that will allow for ideal posture and consistent on-center impact.

Apply face tape to a standard length, standard lie 7 iron and test in ½” increments until on center impact and good directional control has been achieved.
NOTES ON POSTURE:
Titleist research indicates that off-center hits are typically the result of either the player’s set-up, swing or club specifications. Many players do not maintain their spine angle through impact and come “up and out” of their posture. This can result in toe heavy length and lie impact marks which may result in clubs being recommended too long and too upright.

Observe the player’s posture during the downswing. If the player is unable to maintain their spine angle throughout the swing, over-length irons may compensate for their poor posture. A player who maintains his spine angle tends to require standard or under-length irons.

*As a teacher, it is best to examine all possible reasons for off-center impacts and address all possible causes.

NOTE:
The most common 7 iron length on the PGA Tour is 37” (standard length) followed by +½”. Very few PGA Tour players use irons longer than +½”. This is the result of good posture and swing dynamics.
STEP 4
IRON FITTING

DETERMINE LIE

Apply lie tape to the fitting 7 iron in the standard position, with a 63° lie angle, hit a few shots and check the tape. Ideal lie angle marks are in the center of the sole and tape.

Continue testing at different lie angles until ideal marks are made or the golfer’s preferred ball flight is achieved.

NOTE:
When a player’s swing does not allow for on-center lie marks, choose a lie angle that promotes the most accuracy or encourages preferred ball flight.

Based on a 155 yard 7 iron shot:
• A lie angle 2° off equates to a shot 20’ off the target line.
• A lie angle 4° off equates to a shot 40’ off the target line.
• Short irons are affected more than long irons.
STEP 4
IRON FITTING CONTINUED

SELECT LOFT

You may specify loft from 2° strong to 2° weak. Strengthening lofts decreases bounce and weakening lofts increases bounce.

• Reference the Hybrid and UtilityFitting chapter in this manual.
• Reference the Wedge Fitting chapter in this manual.

ADJUST SUREFIT® IRONS FOR LIE ANGLE

Each SureFit iron head may be set to 4 different lie angles so that you have more options to more precisely fit golfers.

WARNING. READ INSTRUCTIONS COMPLETELY BEFORE USE.

Failure to follow these instructions may create a situation where the clubhead could loosen or disengage from the shaft during a swing, possibly causing serious injury. This proprietary system is only compatible with genuine Titleist components and must NOT be used with components from other manufacturers. Failure to adhere to this provision may damage the system and/or cause serious injury.
STEP 1
Align the hosel and the ring to the desired lie setting.

STEP 2
With the end of the grip resting on the ground, align the notch on the shaft tip with the matching cut-out in the hosel of the clubhead.

STEP 3
Position the shaft and wrench in straight alignment with the clubhead. Support the club head from the topline. Install the clubhead so that the desired lie markings align with the underside of the hosel.

STEP 4
To tighten head, insert the SureFit® Wrench into the screw and turn the wrench clockwise until it “clicks.” The SureFit wrench must always be in straight alignment with the shaft to properly engage the wrench and tighten or loosen the screw. Do not press down on the sole while tightening screw.

STEP 5
Before hitting, inspect the club to ensure that the head and shaft fit together tightly and securely.

STEP 6
To remove the head, turn the SureFit Wrench counterclockwise until the head pulls clear from the shaft.
STEP 5
IRON FITTING CONTINUED

SET MAKE UP

Each club in a player’s iron set should provide sufficient green stopping ability and appropriate distance gapping other clubs. You can make recommendations using the golfer’s iron ball speed gaps or by using the helpful table below.

USING BALL SPEED

While fitting at the Titleist Performance Institute, we use a golfer’s iron ball speed to help determine set make-up. Adjacent irons in a set should have 5 mph of difference in ball speed between each club and produce landing angles above 45°. When we see a ball speed difference drop below 5 mph, we either change the iron chassis/loft or select a hybrid to replace the iron with a small speed gap.

Example: A player hits their T100 7-iron at 110 mph with good green stopping ability. We have them test a demo 5-iron and see ball speed of 120 mph, which is 5 mph per club. Next, we test their 4-iron and see ball speed increase to 123 mph on average. We need to increase the ball speed gap to 5 mph and would try a larger chassis (T200 or T300) 4-iron to potentially accomplish this. We’d also test their performance with the different chassis 4-iron versus a hybrid to determine the best recommendation. If we select a hybrid, we look for a 10 mph gap between that and their longest iron and make sure to check that the green stopping ability is appropriate.

Using the table below, find the golfer’s 7-iron trajectory on the left column and their 7-iron carry distance on the top row. Where these two items intersect on the table is the most likely longest playable iron.

<table>
<thead>
<tr>
<th>Likely Longest Playable Iron</th>
<th>125 yds</th>
<th>135 yds</th>
<th>145 yds</th>
<th>155 yds</th>
<th>165 yds</th>
<th>175 yds</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>High</strong> (Landing angle greater than 55°)</td>
<td>6-Iron</td>
<td>5-Iron</td>
<td>4 or 5-Iron</td>
<td>4-Iron</td>
<td>3 or 4-Iron</td>
<td>3-Iron</td>
</tr>
<tr>
<td><strong>Mid</strong> (Landing angle between 45 - 55°)</td>
<td>6 or 7-Iron</td>
<td>5 or 6-Iron</td>
<td>5-Iron</td>
<td>4 or 5-Iron</td>
<td>4-Iron</td>
<td>3 or 4-Iron</td>
</tr>
<tr>
<td><strong>Low</strong> (Landing angle less than 45°)</td>
<td>7-Iron</td>
<td>6 or 7-Iron</td>
<td>6-Iron</td>
<td>5 or 6-Iron</td>
<td>5-Iron</td>
<td>4 or 5-Iron</td>
</tr>
</tbody>
</table>

*Use your 7 iron carry distance and green stopping ability to determine likely longest playable iron*
WEDGE FITTING
WEDGE FITTING GOAL:

Improve upon a player’s weak shots while maintaining their “go to” shots. By selecting appropriate lofts, distance gaps will be properly spaced and lead to better scoring shots. Properly fit wedges have the optimum bounce and sole grind for the player’s technique and course conditions.

STEP 1

WEDGE FITTING

EVALUATE THE PLAYER’S CURRENT WEDGES

• Note the player’s 9-iron and wedge lofts and bounces in their current set.
• Hit full shots and record carry distances.
• Determine the types of shots that are handled with ease and those which are most difficult.
Proper wedge loft gaps will create consistent distance gapping for approach wedge shots and give a player more full swing wedge shots.

Throughout the wedge fitting process, you will be required to accurately measure carry distances. This can be done effectively with a launch monitor or by using a laser range finder.

**TEST THE PLAYER’S YARDAGE GAPS**

- Check actual yardage gaps by hitting full shots with the highest lofted iron (typically a 9 or P) and strongest lofted Vokey wedge.
- Make loft selection based upon generating consistent yardage gaps of 10-15 yards.
- For most players, loft gaps of 4° achieve consistent and appropriate yardage gaps.
- A highest lofted iron between 43° and 47° will most likely use wedge lofts of 50°, 54°, and 58°.
- Highly skilled wedge players who can consistently hit wedges at less than full distance may have wider loft gaps.
- Slower ball speed players sometimes achieve appropriate yardage gaps with wider loft gaps.
- If the player is inconsistent or uncomfortable with partial wedge shots, reduce wedge loft gaps.
- Consider the whole set make-up to determine which clubs have the greatest potential to lower scores.

**HIGHEST LOFTED WEDGE SELECTION:**

- Most players use a highest lofted wedge of 58° or 60°.
- Test the player’s highest lofted Vokey Wedge and consider shot performance from fairway turf, rough, and bunkers.
- Players who can effectively stop greenside shots by adding loft with an open clubface may use a less lofted lob wedge.
FIT FOR BOUNCE AND SOLE GRIND

TEST APPROACH SHOT SOLE PERFORMANCE

• Using a Vokey Design® Spin Milled 7 54° or 56° mid-bounce wedge, apply lie tape to the sole and have the player hit two shots off the lie board with a ½ to ¾ swing.
• Test the player’s highest lofted Vokey Wedge and consider shot performance from fairway turf, rough, and bunkers.
• Evaluate sole marks to determine the player’s wedge swing style and recommend the proper bounce/grind combination.
• Fit for lie angle using sole tape in a similar manner as 7-irons. Note that a 56° wedge that has a lie 2° off causes a 100-yard shot that travels 15 feet offline.
**F GRIND**
Full sole designed primarily for full swings and square face shots.

**M GRIND**
Designed for players that like to rotate the club face open and shut to manufacture shots around the green.

**S GRIND**
Best for square faced shots with a touch more versatility than the F Grind. Simple mechanics are best with this wedge.

**D GRIND**
The player’s high bounce wedge. High measured bounce with the crescent shape of the M Grind for shot making versatility.

**K GRIND**
The most forgiving wedge in the lineup and the ultimate bunker club.

**L GRIND**
Features a narrow crescent shape allowing maximum green side versatility, but it is the least forgiving wedge in the lineup.
STEP 3
WEDGE FITTING CONTINUED

FIT FOR BOUNCE AND SOLE GRIND

Identify the player’s wedge swing style using sole markings.

SHALLOW/SWEEPER STYLE PLAYER
• Shallow angle of attack.
• Minimal ground contact.
• Shallow divots and less sand displacement.
• Able to slide the club under the ball with an open face.

SHALLOW/SWEEPER WEDGE SELECTION:
• Most golfers select medium bounce for greater overall versatility.
• Slider/sweeper players in firm turf/sand may benefit from low bounce.
• Golfers who often open the face for specialty shots will frequently select a wedge grind with greater sole relief.

SHALLOW/SWEEPER
Impact marks will be toward the trailing edge. The player needs less bounce / narrower sole.
Impact marks will be toward the center. The player needs mid bounce / medium sole.

NEUTRAL WEDGE SELECTION:
- Most golfers select medium bounce for greater overall versatility.
- Many select higher bounce wedges, especially in soft turf/sand.
- Golfers who often open the face for specialty shots will frequently select a wedge grind with greater sole relief.

STEP 3
WEDGE FITTING CONTINUED

FIT FOR BOUNCE AND SOLE GRIND

Identify the player’s wedge swing style using sole markings.

NEUTRAL STYLE PLAYER
- Moderate angle of attack.
- Medium sized divot.
- Moderate sand displacement.

NEUTRAL WEDGE SELECTION:
- Most golfers select medium bounce for greater overall versatility.
- Many select higher bounce wedges, especially in soft turf/sand.
- Golfers who often open the face for specialty shots will frequently select a wedge grind with greater sole relief.
STEEP/DIGGER
Impact marks will be toward the leading edge. The player needs more bounce / wider sole.

STEP 3
WEDGE FITTING CONTINUED

FIT FOR BOUNCE AND SOLE GRIND

Identify the player’s wedge swing style using sole markings.

STEEP/DIGGER STYLE PLAYER
• Moderate to steep angle of attack.
• Full divot.
• More sand displacement.
• Tends to play shots with a square face relying on the loft.

STEEP/DIGGER WEDGE SELECTION:
• Most golfers select high bounce for greater overall performance.
• Consider mixing in a mid bounce wedge for use in firm turf/sand conditions.
FIT FOR BOUNCE AND SOLE GRIND

TEST GREENSIDE BOUNCE AND GRIND PERFORMANCE
Greenside shots are played from a wide variety of conditions like closely mown turf, medium rough, high rough and a wide variety of bunker conditions. Not all golfers will use the same bounce or grind in all their wedges.

- Mid bounce approach shot players should consider using one high bounce wedge for conditions like soft ground and softer bunker sand.
- High bounce approach shot players should consider using one mid bounce wedge for conditions like firm ground, closely mown turf or firmer bunker sand.
- Have the player compare sole/bounce performance from a wide variety of conditions - fairway turf, rough, bunkers, etc. in order to determine which performs better.
- Ideally, a fitting will be a guided discussion between the fitter and golfer. Ask questions about the feel of the shots and use their answers plus your knowledge to determine the best possible wedge bounce selection.
- Select each wedge individually for how it is used by the player. Most players carry different grinds for each loft to increase shot versatility.
HOW TO SELECT THE S OR THE M GRIND FOR MID BOUNCE WEDGES

Most players can successfully use both grinds, but there are subtle differences. Players who:

- Vary their face angle to manufacture greenside shots tend to prefer the M grind.
- Typically keep the clubface square tend to prefer the S grind.
- Require a little more bounce in bunkers may prefer the S grind with less trailing edge heel and toe relief than the M grind.
- Use the trailing edge of the wedge sole and maintain a neutral shaft angle may prefer the S grind.

Use both wedges to hit various shots from a wide variety of conditions to determine which grind performs better for each golfer.
A Modern Craftsman

Inside the Cameron Putter Studio in Southern California, my team and I are focused on one simple goal, producing the finest putters in the world.

Every day, we strive to learn more about how the ball, the putter and the golfer work together, and how we can improve that connection. Using state-of-the-art diagnostic tools, we gather information on how the world’s best players approach putting.

With those insights we continually experiment with new designs, materials and technologies.

This guide will help you select a putter to improve your performance on the green. The key elements of putter selection are length and toe flow, but all aspects of putter selection – including shape, weight, loft and lie are explained.

Whichever Cameron putter you choose, you can count on an unparalleled attention to detail that ensures complete harmony between how it looks, sounds, feels and performs.
Many players pick a shape that complements their stroke. Technical strokes tend to prefer square shapes and mechanical necks. Players that want to rid themselves of technical thoughts tend towards softer lines and flowing necks.

All Scotty Cameron putters are precision milled so the critical angles of the face, sole and shaft ensure each putter sits square. Each head is shaped and softened to flow to the ground and inspire confidence at address.

Scotty Cameron Select Putters are modern blades and mid mallets designed to meet the requirements of the world’s best players.

Scotty Cameron Phantom X putters feature a high MOI design with advanced perimeter weighting for stability throughout the stroke.
Path

Putters are not pendulums.

Putters do not swing vertically back and through along the target line. Because of lie angle, the proper putting stroke moves along an arcing path: slightly inside of the target line, back to square, then to the inside again after impact.

The proper length putter correctly sets eye position just inside the target line, and the correct amount of toe flow allows the putter to flow squarely to the proper arcing path throughout the stroke.

The best players in the world keep the face square to the arcing path and the butt of the putter pointed at the midsection throughout the stroke. Selecting the right putter will help you do the same.
In order for the putter head to move squarely along the proper arcing path, the toe of the putter must “flow” throughout the stroke (see the Path illustration). How and where the neck or shaft of the putter joins the head determines its toe flow.

If your stroke does not track along the proper arcing path, choose a putter that helps correct it. If your stroke flows naturally, choose a putter that flows with it. This will reduce the tendency to manipulate the putter face with your hands. The best way to find the toe flow that corrects or compliments your stroke is to hit straight, flat putts from 20ft to see what works best.
Length

Length sets eye position.

The ideal putter length sets your eyes 1-2” inside of the target line to allow you to execute the proper arcing putting stroke while maintaining good posture and balance (See the Path illustration).

If your putter is too long, your setup posture will be too upright with your eyes set too far inside the target line. For a right-handed golfer this results in a path that starts too far inside and putts pushed to the right.

If your putter is too short, your setup posture will be too hunched over with your eyes set too far outside the target line. For a right-handed golfer this results in a path that starts too far outside and putts pulled to the left.
Neck design/position on a putter head affects putter performance. Shorter necks or shaft bends increase toe flow, resulting in a putter that swings more freely in an arc. Longer necks or shaft bends decrease toe flow, supporting a less arcing stroke. Shaft axis closer to a putter's heel increases flow, while shaft axis closer to the center (like straight shafted putters) produces a face-balanced putter for a straighter, more mechanical stroke.

Grip

A grip should complement the design of the putter. Higher toe flow putters like blades pair well with smaller or mid-sized grips, as they promote enhanced feel and freer movement of the hands. Mallets are designed for a straighter, more mechanical stroke and pair well with mid or larger grips which reduce hand movement and arc. The Matador mid-size grip is an all-purpose grip that provides a slightly larger profile while still allowing for feedback between the ball and player.
Loft & Lie

Scotty Cameron Putter Studio research shows that a ball pushes down slightly into the grass on a green, and that 3.5° of loft is needed to lift the ball up and on to the surface for a smooth roll.

The key to finding the proper lie angle is finding the correct putter length. Standard lie angle works for the vast majority of players if they have the correct length.

Weight

For most players, the standard Scotty Cameron weight configuration will produce the ideal balance and feel to execute the proper stroke.

If your stroke tends to decelerate, if your hands get too active, or if you have too much wrist break, you may consider a heavier head weight configuration for added stability.
YOUTH FITTING
YOUTH CLUB FITTING GOAL:

As with all Titleist fittings, golfer performance is the #1 priority. We use the same heads, shafts, grips and precision manufacturing processes as we do with every other Titleist club, which means pricing is the same for these orders. The fitting process stays true to our methods as published in the Fitting Manual. The following pages provide notes and guidelines specific to youth fitting.

JUNIORS BEST SUITED FOR A TITLEIST FITTING ARE:

• Serious about the game, take lessons, compete, practice and play frequently.
• Able to deliver the club on a reasonable path and consistently strike the ball cleanly off turf.
• At least 4’10” tall so that a 41½” driver is no more than 4” above their belly button when standing vertically on the ground.
• Able to generate driver ball speed of at least 100 mph.
FULL CLUB FITTING VARIABLES

LENGTH

• Use face tape to identify the length most conducive to consistent center hits remains an elemental tool.
• Determine what length enables good posture at address as well as athletic body positions during the swing.
• The club should be short enough to be controlled, as opposed to its weight or momentum taking the player out of balance.
• As a guideline, the club length should not exceed 4 inches above the belly button.
• Some fitters may order clubs longer than ideal length to extend the time that club can be used – only do this if the golfer is disciplined enough to ‘grip down’ until he or she grows sufficiently. The added length may be detrimental if used too soon.

The photos below illustrate how improper length can hurt a golfer’s swing and performance:

PROPER LENGTH

IMPROPER LENGTH
FULL CLUB FITTING VARIABLES

SHAFT FLEX
• Maximum ball speed balanced with the tightest dispersion will point to the optimal flex.
• Some male juniors may not want to use a Ladies shaft flex. Be sure to focus on performance and note that we purposefully keep the graphics the same and label them as L flex to reduce any temptation to fit to ego rather than performance.

LOFT
• Loft is the most direct influencer of launch angle and backspin.
• Too little loft can hurt a junior’s swing development by inducing hanging back and flipping the hands to add loft.
• The SureFit® hosel allows you to plan for future loft changes. If a growing junior needs a 12° driver consider using a 10.5° set to A3, B3, A4 or B4 to achieve 12° of effective loft. As the player gains clubhead speed, the settings can be changed to achieve lofts of 11.25°, 10.5° or 9.75° with that same clubhead.

LIE ANGLE
• Use sole tape and the lie board as indicated in the fitting manual.

SET COMPOSITION
The process for junior golfers is very similar to adults:
• 3 metal – determine the loft that achieves appropriate ball flight per the 3 metal charts. The 3 metal may have a loft of 18° or 21° for proper ball flight.
• Longest playable iron – determine the strongest lofted iron that produces playable trajectory. Use the green stopping charts and your ball flight observation to select the strongest lofted iron that produces playable trajectory.
• Use hybrids to fill the distance gap between the longest playable iron and 3 metal.
• Juniors (and all golfers) with slower ball speeds might have larger loft gaps to produce playable distance gaps in their set.
• Consider prescribing an iron set make up of odd or even numbered irons until the junior achieves sufficient distance gaps between consecutive irons.
• Iron lofts may be ordered anywhere from 2° strong to 2° weak.

WEDGES
• Loft gaps – consider wider loft gaps to produce appropriate distance gaps between clubs.
• Bounce – very few juniors should be using low bounce wedges. In the vast majority of golfers, select between medium and high bounce options.
FULL CLUB FITTING VARIABLES

SWINGWEIGHT
- Under length clubs will swingweight lighter than standard length clubs
- Playing the correct length is much more important to a youth golfer’s development and ball flight than swing weight
- Our experience has been that overall weight has a greater impact on performance than swingweight
- Consider the TS1 Driver to reduce overall weight
- When fitting metals, utilize the lighter SureFit® weights to keep overall weight low

SPECIFICATIONS AND OPTIONS

SPECIFICATIONS AVAILABLE TO ORDER
- Length – All Titleist clubs may be ordered up to 4” under mens standard length.
- Grips – We offer a Golf Pride Junior Grip that is round for use with adjustable and interchangeable clubs. It is sized on a .560 core especially to be used on shafts that have been shortened and have a smaller diameter. Here are the available grips depending upon the length of club ordered:

<table>
<thead>
<tr>
<th>GRIPS - SIZE VS LENGTH</th>
<th>STD GRIPS (.580, .600, .620)</th>
<th>UNDERSIZE (US80)</th>
<th>JUNIOR GRIP (.560)</th>
</tr>
</thead>
<tbody>
<tr>
<td>STD LENGTH</td>
<td>YES</td>
<td>YES</td>
<td>-</td>
</tr>
<tr>
<td>-1”</td>
<td>YES</td>
<td>YES</td>
<td>-</td>
</tr>
<tr>
<td>-2”</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>-3”</td>
<td>-</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>-4”</td>
<td>-</td>
<td>YES</td>
<td>YES</td>
</tr>
</tbody>
</table>

- Headweight – When ordering clubs, be sure to specify the desired SureFit® weight for metals and if you want a lighter headweight for irons.
We have created a 10-shaft fitting matrix that is used with your existing fitting heads:

<table>
<thead>
<tr>
<th>CLUB</th>
<th>SHAFT</th>
<th>SIZING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Driver</td>
<td>Tensei AV Blue 55</td>
<td>Reg at 43.5”</td>
</tr>
<tr>
<td></td>
<td>Kuro Kage DC Black 50</td>
<td>A at 43”, A at 42”</td>
</tr>
<tr>
<td></td>
<td>Kuro Kage DC Black 40</td>
<td>L at 41”</td>
</tr>
<tr>
<td>Fairway</td>
<td>Tensei AV Blue 55</td>
<td>Reg at 41”</td>
</tr>
<tr>
<td></td>
<td>Kuro Kage DC Black 50</td>
<td>A at 40”</td>
</tr>
<tr>
<td></td>
<td>Kuro Kage DC Black 40</td>
<td>L at 39”</td>
</tr>
<tr>
<td>Hybrid</td>
<td>Tensei PRO Red 60 HY</td>
<td>Reg at 38”, A at 37”</td>
</tr>
<tr>
<td></td>
<td>Tensei PRO Red 40 HY</td>
<td>L at 36”</td>
</tr>
<tr>
<td>Iron</td>
<td>AMT Red</td>
<td>Reg at 36”</td>
</tr>
<tr>
<td></td>
<td>KBS Tour 90</td>
<td>Reg at 36”</td>
</tr>
<tr>
<td></td>
<td>NS PRO 880 Chrome</td>
<td>Reg at 36”</td>
</tr>
<tr>
<td></td>
<td>Tensei AV Series Red AM2</td>
<td>A at 35.5”</td>
</tr>
<tr>
<td></td>
<td>Tensei AV Series Red AM2</td>
<td>L at 34”</td>
</tr>
</tbody>
</table>

You may purchase this matrix for use at your facility or take advantage of our Team Titleist Shaft Library Program in which we will loan you shafts for short-term use while fitting at no charge. Call 1-888-TITLEIST for more information.
Titleist

Grip Fitting
FITTING GRIP

Because the grip transmits feel to the golfer, it is an important part of the fitting process. At the end of the fitting, spend time to determine the best size and grip model.

1) Measure the golfer’s hand from the wrist crease to tip of finger
2) Use the size chart below to determine most likely grip size:

<table>
<thead>
<tr>
<th>WRIST TO FINGERTIP</th>
<th>MEN'S GLOVE SIZE</th>
<th>WOMEN'S GLOVE SIZE</th>
<th>LIKELY GRIP SIZES</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td></td>
<td></td>
<td>Youth</td>
</tr>
<tr>
<td>7</td>
<td></td>
<td></td>
<td>M</td>
</tr>
<tr>
<td>8</td>
<td></td>
<td></td>
<td>ML</td>
</tr>
<tr>
<td>9</td>
<td>L</td>
<td></td>
<td>Standard</td>
</tr>
<tr>
<td>10</td>
<td>XL</td>
<td></td>
<td>Oversize / Midsize</td>
</tr>
</tbody>
</table>

3) Select the grip model from our Shaft and Grip Catalog found at [http://www.titleist.com/golf-club-fitting/resources](http://www.titleist.com/golf-club-fitting/resources)
   • Consider desired firmness, texture and moisture management preferences of the golfer
HOW TO USE THE SUREFIT WRENCH

The SureFit wrench must always be in straight alignment with the shaft to properly engage the wrench and tighten or loosen the screw.

The screw should thread smoothly without binding. If the screw is initially tight or difficult to turn, stop the assembly process and start over. Forcing the screw will strip the threads.

If you experience difficulty, see your local authorized Titleist Golf Shop, Club Fitter, or explore titleist.com for a video tutorial. U.S. consumers can also call the Titleist consumer hotline at 1-888-TITLEIST.
ADJUSTING THE SUREFIT HOSEL

The SureFit hosel features a sleeve and ring, each with four settings. The sleeve settings are numbered 1, 2, 3, 4, and the ring settings are lettered A, B, C, D. There are 16 combinations which each create a unique loft and lie angle for your club.

Step 1. Carefully insert the tip of the wrench into the star-shaped screw located in the hosel of the club until the tip seats firmly against the bottom.

Step 2. Rotate the SureFit wrench counter-clockwise until hosel is loose enough to move the adjustment ring (approx. 4-5 full rotations).

Step 3. Align the sleeve and ring to the desired setting with the dot on the back of the hosel before tightening. Use the Performance Fitting Guide to try different settings to optimize ball flight.

Turn wrench counter-clockwise to loosen.
SUREFIT INSTRUCTION MANUAL

TIGHTEN UNTIL THE WRENCH “CLICKS”

After adjustment, the clubhead must be tightened securely with the SureFit wrench before it can be safely used for play.

Step 1. With the end of the grip resting on the ground, position the shaft and wrench in straight alignment with the clubhead. Cradle the head of the club with your free hand (see image below). Then, carefully insert the SureFit wrench tip into the star-shaped hosel screw.

Step 2. Tighten the screw clockwise with the SureFit wrench until you feel and hear the wrench “click”, indicating that the proper torque has been applied. If the screw feels like it is binding, stop and re-align the components before tightening.

Step 3. Before play, inspect the club to ensure that the sleeve, ring and head components fit together tightly and securely.

Turn wrench clockwise until it “clicks”
**SUREFIT® HOSEL**

**SUREFIT INSTRUCTION MANUAL**

**WARNING. READ INSTRUCTIONS COMPLETELY BEFORE USE.**

Failure to follow these instructions may create a situation where the clubhead could loosen or disengage from the shaft during a swing, possibly causing serious injury. This proprietary system is only compatible with genuine Titleist components and must NOT be used with components from other manufacturers. Failure to adhere to this provision may void the warranty and/or cause damage to the system.

The SureFit wrench must be used to properly and safely adjust the performance of Titleist metals. Club components should be inspected frequently, before and during play, to ensure that all connections are tight. Keep the hosel connection area clean from dirt and debris at all times.

Titleist metals conform to the Rules of Golf approved by the USGA and R&A. However, the settings on your golf club must not be adjusted during a round of golf.

For complete rules information, visit www.usga.org or www.randa.org

**IMPORTANT NOTES:**

- TS, 917, 915, 913 and 910 driver shafts are interchangeable.
- TS, 917, 915 and 913 fairway shafts are interchangeable.
- TS, 818, 816, 915 and 913 hybrid shafts are interchangeable.
- 915, 913 hosel adjusts in 0.75° loft and lie increments if used in TS, 818 & 816 heads.
- TS, 818 & 816 hosel adjusts in 1.0° loft & lie increments if used in 915 and 913 heads.
- 917 fairway and 818 hybrid SureFit CG weights are interchangeable, but not recommended as launch and spin characteristics will differ than originally designed.
SUREFIT®

CG WEIGHTS AND HOSEL
ADJUSTING SUREFIT® CG WEIGHTS
SureFit weights are designed to provide a tuning range of 5-6 swingweight points.

**STEP 1** Carefully insert the tip of the SureFit wrench into the star-shaped screw located in the weight until the tip seats firmly against the bottom.

**STEP 2** Rotate the SureFit wrench counter-clockwise until the weight is loose and can be removed by hand (approx. 5 full rotations).

**STEP 3** Select the desired weight and insert it by hand into the weight port. Carefully align the shape to fit correctly in the bottom of the port.

**STEP 4** Rotate the SureFit wrench clockwise until you feel and hear the wrench "click" indicating that the weight is fully tightened and secure. Do not under-tighten, as the weight may become loose during play.
SureFit CG Weights can be modified to optimize launch and spin characteristics through three different CG locations (Neutral/Fade/Draw) and a selection of lighter and heavier weights should be used to dial in the proper swingweight.
SureFit CG Weights can be modified to optimize launch and spin characteristics through three different CG locations (Neutral/Fade/Draw) and a selection of lighter and heavier weights should be used to dial in the proper swingweight.