



New Titleist Pro V1 and Pro V1x Golf Balls: Player Validation

FAIRHAVEN, Mass. (Jan. 23, 2019) – Over the course of the two-year development process for **2019 Pro V1 and Pro V1x** golf balls, thousands of golfers – tour players, PGA Professionals and amateurs of all skill levels – tested various prototypes and provided feedback, helping the Titleist Golf Ball R&D team refine and validate its performance improvement goals. In November 2018, final Pro V1 and Pro V1x prototypes were seeded across the worldwide professional tours:

- Playing new Pro V1 for the first time in competition, **Charles Howell III** won the RSM Classic in a sudden-death playoff for his first PGA Tour victory in 11 years. Howell, who made the switch from 2017 Pro V1x, shot a final-nine 31 that included birdies on three of his final four holes to make the playoff.

“The 2019 Pro V1 for me is a home run,” Howell said. “I’m getting all the ball speed I had with the prior generation Pro V1x and more. Plus, the new Pro V1 feels softer to me around the green, which I prefer. Ball speed off the driver is a pretty hard and fast measurable whereas touch and feel around the green is player dependent. I go through a fairly rigorous testing process when it comes to new equipment, but it did not take long for me to put this ball into play seeing it gives me the best of both worlds.”

- **Cameron Smith** won the Australian PGA Championship playing new Pro V1x, making three birdies on the final nine to win by two shots.

“I loved the performance of my 2017 Pro V1x, but when I tested the 2019 model I was immediately seeing more speed and distance off the tee,” Smith said. “My dispersion on mishits also got tighter. Everything else – especially the spin and feel around green – seems identical to what I was playing, which is a good thing for me. To win with the new X the second time I teed it up gives me confidence and momentum going into the new year.”

- **Patton Kizzire** (new Pro V1x) and **Brian Harman** (new Pro V1) put 2019 models in play for the first time at the two-man QBE Shootout, where they teamed up to win by one shot with a 30-under total.

“I tested the new Pro V1x for the first time in the final practice round before the QBE Shootout. It was an easy decision to put it right into play,” Kizzire said. “I was getting longer, straighter distance off the tee and great spin control with my irons into the greens. I didn’t notice any difference in feel. I won two Tour events with the 2017 Pro V1x. I think it says a lot about the confidence I have in this ball to make the switch right away.”

- The first victory for the 2019 models came on the Japan Tour, where **Tatsunori Nukaga** played new Pro V1x to win the VISA Taiheiyo Masters. It also marked the first professional victory for Nukaga, who won by two shots over Seung-Hyuk Kim (who also played 2019 Pro V1x). Two weeks later, **Ho-Sun Choi** earned his second Japan Tour victory playing new Pro V1x at the

Casio World Open.

- It was a 1-2 finish for 2019 Pro V1 at the Mitsubishi Electric Championship, where **Tom Lehman** rallied to win the PGA Tour Champions' season-opening event. Trailing by four shots entering the final round, Lehman closed with his second consecutive 7-under 65 to win by one shot. Both Lehman and the runner-up were playing new Pro V1 for the first time in competition.
- Playing new Pro V1, **Jazz Janewattananond** posted a pair of 6-under par 65's on the weekend en route to a two-shot victory at the SMBC Singapore Open.
- To date, more than 200 players worldwide have put new Pro V1 and Pro V1x in play – including **Bubba Watson** (Pro V1x), **Tyrrell Hatton** (Pro V1x), **Jimmy Walker** (Pro V1), **Billy Horschel** (Pro V1x), **Matt Wallace** (Pro V1), **Charley Hoffman** (Pro V1), **Ian Poulter** (Pro V1x), **Russell Henley** (Pro V1x), **Matthew Fitzpatrick** (Pro V1x), **Lucas Bjerregaard** (Pro V1), **Ben An** (Pro V1x), **Joost Luiten** (Pro V1), **Ross Fisher** (Pro V1x), **Danny Lee** (Pro V1x) and **Thongchai Jaidee** (Pro V1x) – as the tour seeding and validation process continues across the worldwide professional tours.

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