

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

FAIRHAVEN, Mass (Jan. 21, 2021) – The introduction of the **new 2021 Pro V1 and Pro V1x golf balls** signals the end to a rigorous, multi-generational development process. At the center of these efforts is extensive machine and player testing, allowing Titleist golf ball engineers to iterate on their designs and validate the performance improvement goals of the new products. In October 2020, final Pro V1 and Pro V1x prototypes were seeded on the PGA TOUR:

- **Cameron Smith** put the new Pro V1x in play the first week it was available at the PGA TOUR's Shriners Hospitals for Children Open. A month later, he teed the new ball up at Augusta National, where on Sunday he became the first player in Masters history to post four rounds in the 60's:

"I think the biggest thing for me with the new ball is the cover and the stickiness it gives me around the greens. I feel as though I can hit a lot of different scoring shots into and around the green, which I really needed at the Masters. For me, when I tested it, it was a bit hotter off the driver, which was great. The windows were great. The spin was still the same. The irons were basically the same which I love. But for me, the biggest thing that stuck out was the control coming out of the rough and around the greens. So like inside 40, 50 yards, just the stickiness of it. I feel as though I can control my shots, especially those difficult, soft shots, just so much better with that new cover they got on there."

- **Bernhard Langer** also teed up 2021 Pro V1x in becoming the oldest player to make the cut at the Masters, finishing T-29.

- **Adam Scott** put 2021 Pro V1x in play in his first opportunity at the Vivant Houston Open, the same week he switched to a new TSi4 driver, leading the field in driving distance at 326.4 yards: "I think the new Pro V1x ball has a lot to offer. The X ball has always been known as the longer, harder golf ball, and it's still long but it's picked up that soft feel around the green. So I'm happy with that. It's also got a little more spin, which is kind of in my wheelhouse. So it's been a nice switch for me. I'm looking forward to playing it here this week."

- **Justin Thomas** began testing 2021 Pro V1x during Thanksgiving week at his home club in Florida, while working with Fordie Pitts, Titleist's Golf Ball R&D Consultant on the PGA Tour.

"A key focus for Justin heading into this season is to flight the ball higher with his long irons and improve his landing angle into those very firm greens they find most weeks on tour," Pitts said. "As we started testing new Pro V1x, the ball was consistently launching in that slightly higher window and giving him all the distance he needs. It was also a very windy day, and he really liked seeing how stable the ball was flying through all those gusts."

Thomas put the ball to the test the following Thursday at the Mayakoba Championship, shooting a tournament-low 62 in Round 3, and has played it ever since. A week later, he played 2021 Pro V1x while teaming with his father, Mike, to win the PNC Championship.

Said Thomas: "I feel like (the new Pro V1x) is able to kind of pick up on some of the areas that I was trying to improve in terms of I was trying to get a little bit more height on the ball, trying to be able to hold greens a little bit better when they get firm or with long irons, and I feel like this ball has been able to do that for me."

- At the Bermuda Championship, **Brian Gay** rolled in his new Pro V1 for birdie on the first hole of a sudden-death playoff, earning the first victory for the new 2021 models.

“The new V1 feel is incredible. It’s super soft. I love the soft feel, especially with the putter. I thought it worked very well in the wind. And the other thing I really liked was – I’ve been working on my wedge game shots, say, 50 to 100 yards – and it really flights nicely.”

- **Tony Finau** (Pro V1), **Scottie Scheffler** (Pro V1) and **Ryan Palmer** (Pro V1x), have also recently joined the growing list of players who have switched to the new models. The seeding process for new Pro V1 and Pro V1x begins this week on the LPGA, European Tour, and across the worldwide professional tours.

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