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Titleist Introduces 718 AP3 and AP2 Irons in Limited Black Finish



FAIRHAVEN, Mass. (Jan. 17, 2019) – Golfers seeking the breakthrough technology and proven performance of Titleist 718 AP3 and AP2 irons can bring an extra edge to their game with the introduction of new limited all-black editions.

Available March 1, the **new 718 AP3 Black and 718 AP2 Black irons** are finished with a sleek, High Polish Black PVD coating to create a look that stands apart.

True Temper AMT Onyx shafts – with a powder coat matte black finish that helps minimize glare – and an **all-black Golf Pride Tour Velvet 360 grip** complement the technically striking blacked-out setup.

The development of AP3 Black and AP2 Black was inspired by requests from the PGA Tour, where Titleist has been the #1 iron since 2005, and members of [Team Titleist](#).

“Since we added AP3 to our lineup last fall, more and more golfers are experiencing the game-changing speed and forgiveness of this hollow-blade construction, while AP2 continues to set the standard for tour played iron technology,” said Josh Talge, Vice President, Golf Club Marketing. “One request we heard from both tour players and amateurs, particularly those who have gravitated toward our Jet Black Vokey SM7 wedges, was if they could have these same irons in a darker finish. Our team spent a lot of time making sure the aesthetics were done just right. It’s a look that you just have to see.”

The finish on AP3 Black and AP2 Black will wear similar to the Jet Black coating on SM7 wedges.

718 AP3 TECHNOLOGY:

718 AP3 is the player’s distance iron. An innovative hollow-blade design with high-speed face technology, AP3 merges everything R&D has learned from creating and advancing AP1 and AP2 irons to produce the longest, fastest Titleist player’s iron ever. “AP3 truly represents the best of both worlds,” Talge said. “We’re giving you the distance and forgiveness of a game improvement iron packed into the look and feel of a player’s iron.” [Click here for full details.](#)

718 AP3 BLACK SPECIFICATIONS:

DEXTERITY: Right Hand

FINISH: High Polish Black

SET MAKEUP: 4-P, W48

SHAFT: True Temper AMT Black Onyx

GRIP: Golf Pride Tour Velvet 360 (All Black)

718 AP2 TECHNOLOGY:

718 AP2 continues to raise the bar, improving upon the technology and performance that have made AP2 the gold standard of modern tour irons. The co-forged, cavity back design provides ultimate playability with consistent distance and forgiveness, packaged in a tour-validated profile that delivers pure forged feel. “AP2 is the most popular tour iron globally because it combines the look and feel tour players demand with the precise distance control they need to consistently hit their target, shot after shot,” Talge said. “For everyone else, it’s the tour iron within reach, because it is so forgiving.” [Click here for full details.](#)

718 AP2 BLACK SPECIFICATIONS:

DEXTERITY: Right Hand

FINISH: High Polish Black

SET MAKEUP: 4-P, W50

SHAFT: True Temper AMT Tour White Onyx

GRIP: Golf Pride Tour Velvet 360 (All Black)

AVAILABILITY:

New Titleist 718 AP3 and AP2 Black irons will be available beginning March 1, 2019. MAP \$187.50 per club (\$1,499/set of 8).





ABOUT TITLEIST

The Titleist brand started with a vision - and an x-ray. The Titleist success story began one Sunday in 1930, when Phil Young, a dedicated amateur golfer and owner of a precision molded rubber company, missed a well-stroked putt in a match with his friend, who was head of the x-ray department at a local hospital.

Convinced that the ball itself was at fault, Young and his opponent went to the hospital, x-rayed the golf ball in question and found that its core was, in fact, off-center.

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