

# Titleist Introduces New TS Drivers – Born from the Titleist Speed Project

*New TS2 and TS3 Models Deliver Faster Ball Speed with Higher Launch, Lower Spin and Increased MOI for Explosive Distance*

*FAIRHAVEN, Mass. (Sept. 6, 2018)* – A two-year mission to design greater speed into every detail of driver technology has led to the introduction of the **new Titleist TS drivers**, available in golf shops Sept. 28 with fitting events beginning today at locations nationwide.

This mission – the “**Titleist Speed Project**,” as it was referenced internally by the Titleist Metalwoods R&D team – began with a challenge from the game’s best players to make Titleist drivers as fast as possible. What followed was a relentless pursuit to solicit speed from every micron and milligram of the driver head, culminating with the development of two new driver models – **TS2 and TS3** – engineered to deliver faster ball speed with higher launch, lower spin and increased MOI for more distance and game-changing forgiveness.

At the U.S. Open at Shinnecock Hills, the first week that TS (“Titleist Speed”) drivers were available for competition, it became immediately clear that the new TS2 and TS3 models had passed the test. Seventeen players put TS drivers in play – including **Justin Thomas**, who unleashed a career-long 422-yard drive in Round 1 – an unprecedented shift for the week of a major championship. Three starts later, Thomas earned his first World Golf Championships title with a four-shot victory at Firestone, crediting the performance gains of his TS3 9.5° driver.

**TITLEIST SPEED CHASSIS:** The future of “Titleist Speed” is driven by the creation of the new **Titleist Speed Chassis**, comprising four key innovations:

- **Ultra-Thin Titanium Crown.** The thinnest cast titanium crown in the game (20 percent thinner than 917 drivers) allows weight to be shifted lower and deeper.
- **Thinner, Faster Face.** The fastest face Titleist has ever made – a refined Radial VFT (variable face thickness) that reduces weight by up to six grams – delivers faster ball speeds and increased forgiveness. The TS face is so thin that the score lines must be lasered on (instead of etched into the face like prior generations).
- **New Streamlined Shape.** Enhanced aerodynamic shaping reduces drag, allowing golfers to swing faster, increasing club head speed for more distance.
- **Optimized Weight Distribution.** Refined crown and variable face thicknesses create the lowest CG ever in a Titleist driver for higher launch and lower spin. The resulting MOI is up to 12 percent higher than 917, creating a powerful combination of speed and stability.

*“From start to finish, the TS Project was about driving ball speed and unlocking a level of performance that golfers simply couldn’t ignore,”*

– Josh Talge, Vice President, Titleist Golf Club Marketing

*“In order to do that, we knew we had to look at things differently. We challenged ourselves to deconstruct the driver and then literally build it back up, piece by piece, to be faster, longer and better in every way possible. R&D had been exploring some unique constructions early on that were really compelling in theory, but they simply couldn’t beat the performance of our all-titanium Speed Chassis. We know performance is the story that golfers care about. From the ball speed and distance gains we’re seeing both on tour and with amateur golfers, it’s clear that TS metals deliver a new level of Titleist Speed.”*

– Josh Talge, Vice President, Titleist Golf Club Marketing

**TWO WAYS TO SPEED:** TS drivers bring more speed to golfers through two distinct designs. The new **TS2** lets golfers swing aggressively with maximum forgiveness across the face, while **TS3** offers speed-tuned distance with dynamic forgiveness through SureFit CG. Both models feature Titleist’s patented SureFit hosel with 16 independent loft and lie settings to create a more consistent and optimized ball flight through precision fitting.

**TS2 DRIVERS – STRAIGHT SPEED.**

- Explosive distance across the face and maximum forgiveness
- Adjustable Swingweight, Fixed CG Location
- High Launch, Low Spin
- Modern Shape, 460cc
- Available in 8.5°, 9.5°, 10.5°, 11.5° lofts

### **TS3 DRIVERS – SPECIALIZED SPEED.**

- Speed-tuned distance and dynamic forgiveness
- Adjustable Swingweight & SureFit CG
- Mid Launch, Low Spin
- Traditional Shape, 460cc
- Available in 8.5°, 9.5°, 10.5° lofts

**PREMIUM STOCK SHAFTS:** The TS drivers stock shaft lineup features four new aftermarket models – **KURO KAGE Black Dual Core 50** (High launch and moderate spin), **TENSEI AV Series Blue 55** (Mid launch and spin), **HZR DUS Smoke Black 60** (Low/mid launch and spin) and **Even Flow T1100 White 65** (Low launch and spin) – developed by the game’s top shaft manufacturers using insights from Titleist’s industry-best motion capture and consumer testing. Each of these shafts will be making their market debut with TS drivers.

Moderate swing speed players will benefit from Mitsubishi’s **new Straight Flight Weighting (SFW) technology**, which promotes straight flight in lightweight driver shaft options (KURO KAGE Black Dual Core 50 and TENSEI AV Series Blue 55).

In addition, Titleist offers an industry-leading number of custom shaft choices.

**INSTANT TOUR ADOPTION:** Since the debut of TS drivers at the U.S. Open, more than 100 players around the world have switched to new TS2 and TS3 models, including **Justin Thomas** (TS3 9.5°), **Adam Scott** (TS3 10.5°), **Bill Haas** (TS2 9.5°), **Jimmy Walker** (TS3 8.5°), **Brian Harman** (TS2 9.5°), **Cameron Smith** (TS2 9.5°), **Rafa Cabrera Bello** (TS3 9.5°), **Webb Simpson** (TS3 10.5°), **Byeong-Hun An** (TS3 9.5°), **Charley Hoffman** (TS3 9.5°), **Peter Uihlein** (TS3 9.5°) and **Ian Poulter** (TS3 9.5°).

In June, **Michael Kim** (TS2 10.5°) became the first player to post a victory with the new Titleist TS driver, winning the John Deere Classic by a record eight shots. For the tournament, Kim averaged five yards more off the tee (294.8) and was nearly 30 percentage points (82.14%) higher in Driving Accuracy compared to his 2017-18 season averages.

[Click here for additional updates](#) and player reaction from the worldwide professional tours.

**TS FAIRWAY METALS:** [Click here to learn more about the new Titleist TS2 and TS3 fairways.](#)

**FREE TRIAL & FITTINGS:** Beginning Sept. 6, golfers can experience the speed of TS drivers by attending a Titleist Fitting Day or Trial event (including Titleist Thursdays) being held at hundreds of locations nationwide. To find an event, or book a free TS metals fitting with a Titleist Product Specialist, golfers can visit <https://www.titleist.com/fitting/appointments>.

**AVAILABILITY:** Titleist TS drivers are available in golf shops worldwide beginning Sept. 28. MAP \$499.





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#### 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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