

# Titleist®

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## Titleist Introduces New TS Fairways

*Born from the Titleist Speed Project, New TS2 and TS3 Fairways Drive Faster Speed for More Distance and Game-Changing Forgiveness.*



*FAIRHAVEN, Mass. (Sept. 6, 2018) – The new Titleist TS fairway metals, born from the insights and technical breakthroughs of the **Titleist Speed Project**, are designed to drive faster ball speed with higher launch, lower spin and increased MOI for more distance and game-changing forgiveness.*

The new **TS2** and **TS3** fairways – available in golf shops Sept. 28 with fitting events beginning today at locations nationwide – provide distinct performance benefits similar to their TS2 and TS3 driver counterparts. **TS2** is the longest, most forgiving Titleist fairway wood ever, generating explosive speed with forgiveness and accuracy across the face. **TS3** delivers speed-tuned performance through Titleist’s adjustable SureFit CG technology with dynamic forgiveness and shot control.

 [Titleist.com](https://www.titleist.com) | [TS Fairways](#) | [TS2](#) | [TS3](#)

“The Titleist Speed Project taught us how to unlock the speed and distance in every detail of metalwood design. It’s the culmination of all those little things that get you big results,” said **Josh Talge, Vice President, Titleist Golf Club Marketing**. “The new TS2 fairway is unlike any fairway we’ve ever made. It is a high-launching, low-spinning distance machine that is unbelievably forgiving and will change the way many players look at a fairway wood with how easy it is to get up in the air. TS3 is also incredibly fast and forgiving and allows those players who like to work the ball or need more shot control to really dial-in their performance.”



## TITLEIST SPEED CHASSIS

The future of “Titleist Speed” is driven by several key innovations that combine to form the new Titleist Speed Chassis:

- **Ultra-Thin Crown.** Reduction in crown thickness – 27 percent thinner than the prior generation 917 fairways – allows weight to be shifted lower and deeper.
- **Thinner, Faster Face.** Refined VFT (variable face thickness) delivers faster ball speeds and increased forgiveness.
- **Optimized Weight Distribution.** Refined crown and face thicknesses create a lower CG for higher launch and lower spin. The resulting MOI is up to 11 percent higher than 917, creating a powerful combination of speed and stability.

## **IMPROVED ARC 3.0**

An enhanced Active Recoil Channel (ARC) merges with the Titleist Speed Chassis to launch the ball off the face with higher launch, lower spin and more speed. ARC 3.0 has a taller design than its prior generation, producing even greater face flexibility for a more consistent deflection and increased ball speeds across the face. While the Titleist Speed Chassis obsoleted the need for ARC in TS drivers, it remained a crucial technology for TS fairways due to shots being hit off the turf, low on the face.

## **TWO WAYS TO SPEED**

TS fairways bring more speed to golfers through two distinct designs. Similar to TS drivers, TS2 fairways lets golfers swing aggressively with maximum forgiveness across the face, and TS3 offer an adjustable sweet spot for speed-tuned performance. 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 FAIRWAYS – STRAIGHT SPEED.**

- Forgiveness and accuracy across the face, with explosive speed
- Adjustable Swingweight,
- Fixed CG Location
- Taller ARC 3.0
- High Launch, Mid Spin
- Modern Shape, 175cc
- Available lofts: 13.5°, 15°, 16.5°, 18°, 21° (RH Only)



## **TS3 FAIRWAYS – SPECIALIZED SPEED.**

- Dynamic forgiveness and shot control, delivering speed-tuned performance
- Adjustable Swingweight & SureFit CG
- Taller ARC 3.0
- Mid Launch, Low Spin
- Traditional Shape, 175cc
- Available lofts: 13.5°, 15°, 16.5°, 18° lofts (LH 15°, 16.5°)



## PREMIUM STOCK SHAFTS

The TS fairways stock shaft lineup features four new aftermarket models – **KURO KAGE Black Dual Core 55** (High launch, moderate spin), **TENSEI AV Series Blue 65** (Mid launch and spin), **HZRDU Smoke Black 70** (Low/mid launch and spin) and **Even Flow T1100 White 75** (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 fairways.

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

## INSTANT TOUR ADOPTION

More than 75 players around the world have switched to new TS2 and TS3 fairways since they debuted at the PGA Tour’s Quicken Loans National – including Justin Thomas, who earned his first World Golf Championship title at Firestone with a TS3 9.5° driver and TS3 15° fairway in the bag. **Jordan Spieth** (TS2 15°), **Bill Haas** (TS2 15°, 18°), **Brian Harman** (TS2 13.5°, 18°), **Jimmy Walker** (TS3 13.5°), **Cameron Smith** (TS2 15°), **Peter Uihlein** (TS2 15°) and **Chesson Hadley** (TS3 16.5°) have also put new TS fairways in play. Click the link below for the latest updates from the worldwide professional tours.



[Titleist.com | TS Metals | Reviews and Testimonials](#)

## TS DRIVERS

[Click here to learn more](#) about the new Titleist TS2 and TS3 drivers.

## FREE TRIAL & FITTINGS

Beginning Sept. 6, golfers can experience the speed and performance of TS metals 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 fairways are available in golf shops worldwide beginning Sept. 28. MAP \$299.

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