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Introducing CNCPT by Titleist

CNCPT by Titleist Begins with New CP-01 and CP-02 Irons

FAIRHAVEN, Mass. (April 4, 2019) – Two unprecedented iron designs – engineered to be the finest irons a golfer has ever played – mark the debut of **CNCPT by Titleist**.

For the Titleist Golf Club R&D team, CNCPT represents a challenge to redefine what’s possible. CNCPT is about removing obstacles, providing our Advanced Research team the freedom to pursue manufacturing and material technologies the game has never seen – regardless of cost.

“CNCPT is an idea, a promise. It’s our answer to ‘What if?’ ” said Kelley Moser Jr., Brand Manager, CNCPT Clubs. “What if our R&D engineers could bring their dreams to reality, using materials and processes never before used in golf? We promise to provide them all the resources they need, so that CNCPT will always deliver the ‘wow.’ ”



Born from this mindset are the first CNCPT by Titleist products – the new **CNCPT CP-01 and CP-02 irons** – featuring the thinnest unsupported, constant-thickness face in golf, made possible only through the use of a rare, super strong alloy never before used in club manufacturing. This **Super Metal L-Face Insert**, measured and re-measured to ensure perfect uniformity, produces ball speeds previously unforeseen off the face of an iron.

The supreme speed of CP-01 and CP-02 is fortified by **extraordinary amounts of high-density tungsten** – making up nearly 50 percent of the total head weight in the lower lofts – to produce higher launch, greater distance and the most generous impact possible.

The new CNCPT irons have been visually articulated with equal imagination to produce the world's most satisfying ball-striking experience.

CNCPT CP-01

SUPREME SPEED. SUPREME SPEED. EXTRAORDINARY LAUNCH AND FORGIVENESS IN A PLAYERS DISTANCE CHASSIS.

- **HIGH-DENSITY TUNGSTEN WEIGHTING** – Averaging more than 100g per head in the lower-lofted irons.
- **SUPER METAL L-FACE INSERT** – Rare, super strong alloy for the thinnest unsupported, constant-thickness face in golf.



CNCPT CP-02

SUPREME SPEED. IN A STUNNINGLY PLAYABLE CLASSIC BLADE SHAPE.

- **HIGH-DENSITY TUNGSTEN WEIGHTING** – Averaging more than 110g per head in the lower-lofted irons.
- **SUPER METAL L-FACE INSERT** – Rare, super strong alloy for the thinnest unsupported, constant-thickness face in golf.



AVAILABILITY

To learn more or schedule a fitting, golfers can contact the dedicated CNCPT Concierge at CNCPT_Titleist@acushnetgolf.com or **1.833.99.CNCPT**.

ON THE WEB

<https://www.titleist.com/golf-clubs/irons/cncpt>



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