



© 25 January 2023, 06:30 (EST)

Titleist Introduces Limited T100, T100•S and T200 Irons in Tour-Inspired Black Finish

CARLSBAD, Calif. (Jan. 25, 2023) - The precision, feel and playability of Titleist T100, T100•S and T200 irons are now available in an all-black **Titanium Carbide Vapor finish**, bringing a new look to the most played irons on the PGA TOUR.

Available for pre-sale beginning **Feb. 23** and in golf shops worldwide on **March 3**, the new T-Series Black irons utilize an improved heat-treated binding process to deliver a stylish, tour-inspired look that players love with an even more durable, long-lasting finish. The new Titanium Carbide Vapor finish is matched with True Temper AMT Black, AMT Tour White and Project X LZ shafts that have an onyx powder coat finish. All-black Golf Pride Tour Velvet 360 grips complete the set-up for a strikingly clean look.



“New T-Series irons have proven to be the most advanced irons we’ve ever made,” said **Josh Talge**, Vice President, Titleist Golf Club Marketing. “The tour-inspired shaping combines with ultimate forgiveness and feel to give golfers the looks and performance needed to play their best. T-Series Black irons take it to the next level with a new Titanium Carbide Vapor finish that looks incredible and is more durable than ever.”





T-SERIES BLACK IRONS ON TOUR: Titleist T100 irons continue to be a top choice of tour players around the world, with more players on the PGA TOUR using T100's than any other model. Titleist has been the most played iron on the PGA Tour for 17 of the last 18 years, including each of the last eight seasons. Among those players currently gaming T100 Black irons are **Cameron Smith, Lanto Griffin, C.T. Pan** and **Callum Tarren**.

“I love the finish,” said Smith, who has recorded multiple victories with his T100 Black models in the bag including THE PLAYERS and The Open Championship at St. Andrews. “The new black finish is a little bit more durable – they’ve definitely stood the test of time. I just like how they look. I think they look a little bit smaller. This lets me narrow in a little bit more and obviously the less glare and stuff like that off the sun, helps that a lot.”

T100 Technology: As the ultimate modern tour iron, and most played iron model on the PGA TOUR, T100 irons offer extreme precision and versatility with unrivaled feel. With a tour-contoured sole and variable bounce design, T100 irons are designed to produce the best turf interaction in the game. T100 irons feature dense D18 tungsten weights that allow for maximum control over CG placement, and a fully forged construction brings together the forgiveness and feel needed by the game’s best.



T100 Black Specifications (Custom Only)

- RH, LH availability (4-P)
- Finish: Titanium Carbide Vapor





T100•S Technology: Retaining the key features of T100, but with 2-degree stronger lofts and a new Muscle Channel, the T100•S iron is built to be the faster tour iron. For players seeking a tour-inspired profile and feel with added speed, T100•S is the complete package. T100•S features the same forged construction and dense D18 tungsten weights as T100, and with even more weight savings from the added Muscle Channel, T100•S has an even lower CG placement promoting optimized launch conditions.



T100•S Black Specifications

- RH, LH availability (4-P)
- Finish: Titanium Carbide Vapor
- Shaft: Project X LZ Onyx
- Grip: Golf Pride Tour Velvet 360 Black





T200 Technology: Built as a tour-ready distance iron, T200 irons improve upon the technological advantages of the previous generation and feature a new compact and sleek shape. T200's multi-material, hollow body construction provides controlled distance and launch, while improved Max Impact technology and forged L-Face inserts work together to retain speed on off-center strikes and create a fast, solid feel and sound. The distance and forgiveness advantages from T200 are worked into a player-preferred profile, as T200 irons feature the same minimal offset as T100 and T100•S as well as a shorter blade length and thinner top line than its predecessor. Titleist's most advanced iron ever combines maximum performance with a tour-inspired look and feel.



T200 Black Specifications

- RH, LH availability (4-P)
- Finish: Titanium Carbide Vapor

- Shaft: True Temper AMT Black Onyx
- Grip: Golf Pride Tour Velvet 360 Black





Availability and Price: T-Series Black irons are available for pre-sale beginning **Feb. 23** and in golf shops in limited quantities on **March 3. MAP \$1,699** (7-piece set)

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