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Titleist Ball Plant 3 Opens Its Doors For Manufacturing Tours

Titleist Golf Ball Experience' Allows Golfers to Visit the Home of Pro V1 and Pro V1x

FAIRHAVEN, Mass (Nov. 13, 2017) – Starting this month, Titleist is offering golfers the opportunity to visit the center of Titleist golf ball technology – Titleist Ball Plant 3 in New Bedford, Mass. – and witness firsthand the making of the #1 ball in golf.

For more than 80 years, Titleist golf balls have been designed and manufactured by Titleist associates in Titleist owned and operated golf ball manufacturing facilities on the south coast of Massachusetts. It is here where Titleist founder Phil Young introduced the first Titleist golf ball in 1935, driven by the core belief that by implementing a better process he could produce the best performing, most consistent and highest quality golf balls in the game.

The “**Titleist Golf Ball Experience**” – open exclusively to members of Team Titleist, Titleist’s community of brand loyalists and dedicated golfers – will provide a behind-the-scenes look at the manufacturing and quality control processes used in making Titleist Pro V1 and Pro V1x, the most played golf balls at every level of competitive golf and best-selling golf balls worldwide. Registration for the Titleist Golf Ball Experience is now open at

www.titleist.com/TourBP3.



“The history of Titleist is one of hardworking, passionate people dedicated to making the best golf balls in the world and helping golfers play their best,” said **Mary Lou Bohn, President Titleist Golf Balls**. “At Ball Plant 3 alone, we have more than 450 associates with an average tenure of over 20 years ensuring that our precision manufacturing process delivers unmatched consistency from ball to ball. We’re excited to take our most loyal brand fans behind the curtain and reinforce why they can trust their game to us on every shot.”

TITLEIST GOLF BALL EXPERIENCE DETAILS

Ball Plant 3 Tours will be conducted four times per day on Mondays and Fridays beginning Nov. 20. Tours are free of charge. Team Titleist members can register for tours online at www.titleist.com/TourBP3. Golfers who wish to register for Team Titleist can do so by visiting Titleist.com/TeamTitleist. For more information and full tour details, visit www.titleist.com/TourBP3.



Titleist Golf Ball Experience | Ball Plant 3 Tours | Visitor Registration

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