

UNDER EMBARGO until *July 7 2026, 09:00 (EDT)*

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Vokey Introduces New SM11 Black Vapor Wedges with Flight Lines



▲ Vokey Design SM11 Black Vapor with Flight Lines

CARLSBAD, Calif. (July 7, 2026) — Vokey Design introduces **NEW SM11 Black Vapor wedges with Flight Lines**, helping golfers unlock better wedge play by promoting repeatable, shot-specific setup positions.

Available on all Vokey wedges as a WedgeWorks customization, Vokey Flight Lines are three precision-engraved lines on the hosel that reinforce proper address positions for three specific short-game shots. To execute a flop shot, standard pitch or bump and run, players can align the corresponding marking on the hosel to their nose, adjusting shaft lean and clubface position for each approach.

- Bump and run: The back line promotes a setup for low, controlled shots that release out to the hole.
- Pitch shots: The middle line creates a more neutral shaft angle to engage the bounce and generate spin.
- Flop shots: The forward line opens the clubface and sets the shaft angle for high, soft shots.

Flight Lines were originally developed in conjunction with Titleist Brand Ambassador and renowned short game coach **Parker McLachlin**. McLachlin's goal was to provide built-in setup cues to mirror how many of the game's best wedge players address the ball.

"I've worked with some of the best players in the world on their short game," McLachlin said. "One of the things I've noticed is they all set up to their wedge shots pretty similar. Flight Lines are going to help you understand where the club face and shaft are supposed to be positioned at setup."

The new wedges also feature a Titanium Carbide Vapor finish, which offers a premium black look with enhanced durability from its PVD treatment and smudge resistance from its FPP coating. The clubhead features gold accents on the Vokey Design badge, BV Wings logo and bounce number, and a custom Golf Pride Z Cord grip and Dynamic Gold Onyx shaft round out the Black Vapor setup.

Vokey Design's SM11 Black Vapor wedges with Flight Lines are available for pre-sale today and will be in golf shops beginning **Thursday, July 23**.

SPECS

- **Featured shaft:** Dynamic Gold Wedge — Onyx
- **Featured grip:** Golf Pride Vokey Z Cord — Gold
- **Dexterity:** RH

- **Loft and grind matrix:** Vokey SM11 Black Vapor wedges with Flight Lines will be offered in all in-line SM11 grind and bounce combinations between lofts 48-60 through custom order. The following select loft, bounce and grind configurations will be available as stock offerings: 54.10S, 54.12D, 56.08M, 56.10S, 56.12D, 58.08M, 58.10S, 60.08M, 60.10S, 60.12D.



VOKEY SM11 TECHNOLOGY

- **Precise CG positioning:** In previous Vokey wedge designs, center of gravity (CG) positions varied slightly across grinds within the same loft due to differences in sole widths and geometries. Now, CG placements are matched within a given loft, independent of grind. This allows for more consistent flight and feel while eliminating a variable in the fitting process.
- **Progressive CG placements, groove shapes:** Higher-lofted wedges feature a higher and more heel-ward position compared to stronger lofts, designed to produce a lower flight and a squarer club face. Higher lofts also feature wider

and shallower grooves to better channel debris around the greens and on partial shots.

- **New directional face texture:** Vokey's latest offerings feature a new directional face texture which provides increased friction and prolonged ball contact. More time with the ball on the club face allows the grooves to impart more reliable spin control on delicate greenside shots. The texture, angled towards the leading edge, also protects the scorelines and keeps groove edges clean and consistent.
- **Increased groove volume:** Vokey's newest Spin Milled grooves feature 5% more volume than SM10's grooves due to improvements in manufacturing and tighter tolerances. This helps to clear more debris and retain spin, especially from the rough or in wet conditions.

More information on Vokey Design's new SM11 lineup:

<https://mediacenter.titleist.com/en-US/259072-titleist-introduces-new-vokey-design-sm11-wedges/>

VOKEY WEDGE SELECTOR

The Vokey Wedge Selector tool on Vokey.com helps golfers select the proper loft, bounce and grind options for their swing and course conditions. Vokey recommends that golfers visit their local Titleist fitter to confirm the results.

Experience the Vokey Wedge Selector tool at:

<https://www.vokey.com/tools/wedge-selector-tool.aspx>

AVAILABILITY

New Vokey SM11 Black Vapor wedges with Flight Lines will be in golf shops worldwide beginning **July 23. MAP: \$399**

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