

PREMIUM CLUB FITTING EQUALS INSTANT SUCCESS

EIGHT OUT OF NINE GOLFERS ADDED UP TO 21 YARDS OFF THE TEE

BY LEONARD FINKEL

With advances in golf club technology, most golfers can easily hit the ball further and more accurately. Yet a *Golf Magazine* study found that 90 percent of U.S. golfers may be playing with improperly fitted clubs. A *Golf Digest* study found that eight out of nine Club Champion custom fit golfers lowered their score by as much as six strokes per round and added up to 21 yards off the tee.

Club Champion is the country's premier club fitter, builder, and retailer of the best brands in golf. The company delivers a Tour-quality fitting that produces longer, more accurate shots, with a nearly 100% satisfaction rate. The Club Champion approach is unbiased; no specific vendor is promoted. The only goal: Find the best combination of components to lower your scores.

Ranked by *Golf Digest* among the 100 Best Club Fitters three times in a row, Club Champion has a unique coupling system that allows it to combine any head and shaft together, so golfers hit the precise combination to be custom built for them. Most golf stores use fitting carts provided by club manufacturers and while these carts offer options, golfers are unable to mix and match from different carts to determine ideal combinations. Club Champion offers hundreds of shafts and many are not available through most other fitters and retailers. Former PGA Tour player Jay Williamson says, "I had access to every brand of shaft and head, but I never understood what they did for me. I didn't have the opportunity to experiment like I do at Club Champion. They bring the same level of service players receive



on Tour, including the newest heads and shafts and the most advanced fitting technology. If you are a committed golfer at any level, I highly recommend it." Incidentally, Club Champion was able to add an average of 15 yards to Jay's driving statistics.

"Club Champion is a fantastic consumer experience. One of the great new age golf retailers who understands that fitting is the future in how you can benefit a golfer."— Chip Brewer, President of Callaway Golf

As a golf writer, I've experienced many fittings but this was totally different. My driver picked up an average of 24 yards. I added 15 yards to my irons and reduced dispersion by approximately 30 percent. It's easier hitting greens with a 7-iron than a 5-iron.

Club Champion stands out because they actually build clubs in-house, to exacting, unrivaled tolerances. Variables such as swing weight, length, lie and flex

definitely alter performance. The experience and know-how in combining these intricate parts together is what separates Club Champion from its competition. Chuck Thiry, Vice President Strategic Partnerships for Cleveland Golf says, "In our experience, Club Champion represents the finest in the art of club fitting and building. We are confident that Club Champion will fit, service and support the most discerning golfers at the highest possible levels."

While anyone will benefit from premium club fitting, it is especially for the golfer who wants optimized performance. When Club Champion says you'll add 20 yards off the tee, they mean it. Whether you are looking to buy new clubs or fix your current set, premium club fitting is the answer. Fitting prices range from \$80 for wedges to \$350 for an entire bag. The company has 15 studios around the country and is announcing the grand opening of their Santa Monica fitting center. From now until the end of April golfers can get 50 percent off a full bag fitting and 33 percent off all other fittings. Don't just buy clubs, buy guaranteed improvement! Contact Club Champions at (888) 335-5160 or at www/clubchampion.golf.com/cal.