

# The Art & Science of CUSTOM CLUB FITTING



By Leonard Finkel and Cassandra Bausch

“CLUB CHAMPION is one of the most innovative club fitters in the business. They provide a consumer experience that is undeniably helpful for all to play better.”

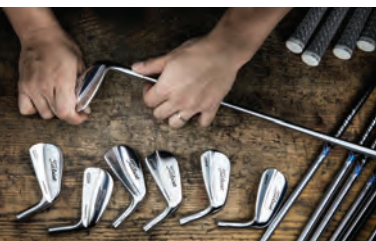
— DAVID ABELES, CEO,  
TAYLORMADE GOLF

WILLOWBROOK, ILLINOIS: With the introduction of new club technology and upgraded resources to measure and analyze golf swings, custom club fitting has exploded. But, even with a wider demand for fitted equipment, a *GOLF Magazine* study found that 90 percent of U.S. golfers may still be playing with improperly fit clubs. That’s where custom golf club fitter Club Champion comes in. Attention to detail is what sets Club Champion apart from their competitors—understanding that even a quarter degree of loft can change a golfer’s game is integral to their process. When quality is on the line, every detail matters and Club Champion fittings epitomize that.

What constitutes a fitting? Some golfers picture a lie board and a couple fitting carts in the back of a golf shop, but the process has evolved into something much more intricate, with more measurable results.

In a Club Champion fitting, everything from shaft flex to swing weight is measured, tweaked, and optimized for each club. Each element of a shot—smash factor, ball speed, swing speed, etc.—is assessed and manipulated by matching the metric with a solution from the wall of 35,000+ hittable head and shaft combinations. Unlike other fitters, Club Champion has the entire world of golf equipment at their fingertips and can build clubs in real time to test the results with each unique golf swing.

Because every golfer’s swing is different, each fitting is tailored to that customer. Club Champion employs a coupling system that allows any head to connect to any shaft for testing, giving every fitter nearly unlimited resources to find the right match. The company’s approach is brand-agnostic and unbiased; no



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specific vendor is promoted. The only goal (and tens of thousands of satisfied customers will attest to this fact) is simply to find the best combination of components to lower scores.

Results speak volumes for the club fitter: A *Golf Digest* study found that eight of nine Club Champion custom-fit golfers lowered their score by as much as six strokes per round and added an average 21 yards off the tee. A similar study conducted by *GOLF Magazine* found comparable results, including an extra 10 yards of distance with irons and an overall feeling of confidence in the expertise of Club Champion’s fitters.

## COAST TO COAST

With more than 70 locations nationwide, Club Champion is delivering Tour-quality fittings coast to coast. As the No. 1 fitter in the country, building optimized equipment is all they do. Club Champion is the only club fitter to calibrate each store’s loft, lie, and swing weight machines to match those in their corporate build shop. This guarantees the club you test in your fitting is exactly what you’ll hit on the course. They even have a Perfect Fit Guarantee for their customers.

“Details such as loft, lie, shaft flex, kick point, and swing weight can be the difference between a 250-yard drive down the middle and a 225-tee shot in the rough,” says renowned instructor David Leadbetter. “Club Champion can help any golfer play better by providing clubs that fit their game.”

Referrals from happy customers drive Club Champion. “I’m 64 years old and I was struggling with almost every club in my bag,” said Chuck Autry from Longmont, Colorado. “At the time I came to see Club Champion, I was laboring to hold my 13.5 handicap. They did some magic and it made an incredible difference. I have lowered my handicap to 8.3 and have taken my golf game to a new level. This was the best investment I’ve ever made in my golf game!”



Ranked by *Golf Digest* among the “100 Best Club Fitters” every year since the inception of the list, the fitting experience, coupled with the unrivaled club building process, makes Club Champion the fitter of choice. ■

For more information, visit [ClubChampionGolf.com](http://ClubChampionGolf.com) or call (888) 340-7820.

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