

# 2016 GOLF BALL PRODUCT LINE SHEET



	TOUR PREFERRED	PROJECT A	AEROBURNER PRO	AEROBURNER SOFT	KALEA	DISTANCE +	NOODLE LONG & SOFT 15PK
SUGGESTED RETAIL	\$47.99	\$34.99	\$26.99	\$19.99	\$19.99	\$14.99	\$14.99
SKU	TP: B1322401 TPX: B1321901	B1323501	A3423501	A3424001	B1328501	WHITE: A3427101 YELLOW: A3427701	A3415201
POSITIONING	TP: Our Softest Tour Ball TPX: Our Most Controlled Tour Ball	The Softer Tour Ball for Ams	Speed and Distance with Pro-Like Stopping Power	Extremely Soft Distance Ball with Stopping Power	A Very Soft Distance Ball	The Pure Distance Ball	A distance ball built for durability
PRODUCT STATEMENT	Total tee to green performance. The new TPX promotes even more greenside control, and the new TP features a noticeably softer feel.	The new Project (a) features a 30% softer core than its predecessor, providing a much softer feel, while maintaining its original distance and spin characteristics.	Fast and long off the tee, soft feel, and this 3-layer ball includes TaylorMade's Spin Mantle™ for added spin control, when compared to a 2-piece construction.	TaylorMade's softest 2-piece distance golf ball.	Power in every shot. Beauty in every swing. Engineered for you.	Engineered for distance, and durability.	Engineered for fast ball speed for straight and long carry with a softer feel throughout the bag.
TARGET HANDICAP	Single Digit	8 to 18	Mid to high, depending on price point preference.	Mid to high, depending on price point preference.	Mid to high, sub 85mph swing.	Mid to high, depending on price point preference.	Mid to high, depending on price point preference.
COMPETITIVE ADVANTAGE	Multi-layer performance for controlled flight throughout the bag, cast urethane cover for more control into the green, and penetrating flight into the wind. TP is a very soft Tour ball.	Soft cast urethane cover for more control off all irons and wedges where the amateur needs it most.	REACT Core formulation is engineered for crushable distance off the tee with great feel throughout the clubset.	Provides more short game control than its lead competitor, SuperSoft.	Soft feeling distance ball with more control.	A softer feeling distance ball.	Softer materials for better feel than other sub \$20 distance balls.
SPECS	TPX: 5pc, 322 seamless dimple, Soft Tech™ urethane cover, 87 ball compression.  TP: 4pc, 322 seamless dimple, Soft Tech™ urethane cover, 80 ball compression.	3pc, 360 LDP® aerodynamics, Soft Tech™ urethane cover, ball compression sub 70.	3pc, 342 dimple, IOTHANE® cover, 70 ball compression.	2pc, 342 dimple, IOTHANE® cover, 53 ball compression.	Soft and fast REACT® Core, soft IOTHANE™ cover, ball compression low 60s.	2pc, 342 dimple, IOTHANE® cover, 60 ball compression.	2pc, 342 dimple, IOTHANE® cover, 82 ball compression.