

Srixon Introduces the Third Generation Q-STAR TOUR: Tour Performance with Softer Feel

HUNTINGTON BEACH, Calif.
— January 8, 2020 —
SRIXON®, a global leader in golf ball technology and innovation, announces the launch of the third generation Q-STAR TOUR golf ball. The all-new Srixon Q-STAR TOUR is available in Pure White™ and Tour Yellow™ and officially launches in North America on January 17, 2020.



“The new Q-STAR TOUR is a tour-caliber golf ball, delivering a softer feel at impact,” said Jeff Brunski, Vice President of Research and Development. “We’ve enhanced this generation with the new FastLayer Core to drive more ball speed and distance, while the SeRM urethane cover offers maximum spin and stopping power.”

The foundation of the third generation Q-STAR TOUR is the FastLayer Core. With its gradual transition from soft inner core to firm outer edge, FastLayer behaves like a core with thousands of layers, delivering distance and soft feel without compromise.

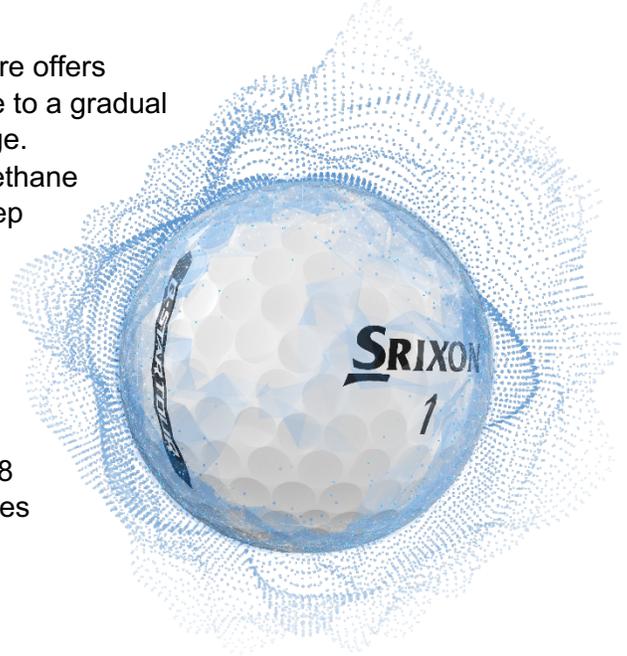
The new Q-STAR TOUR features our softest FastLayer Core, which is the largest core in its class. That means distance and short game spin that is seen on tour, but a softer feel that isn’t found on tour.

Additionally, the new Q-STAR TOUR golf balls feature Srixon’s proprietary Spin Skin technology with Slide-Ring Material (SeRM), a urethane compound that coats the cover of every Q-STAR TOUR golf ball. The SeRM urethane cover digs deep into wedge and iron grooves, dramatically increasing friction at impact. That extra friction means more spin and more control on every approach shot into the green.

Finally, Q-STAR TOUR features a new side stamping design to help aid in alignment for improved aim, accuracy, and confidence.

Key Technologies:

- **New FastLayer Core:** The new FastLayer Core offers distance and soft feel without compromise due to a gradual transition from soft inner core to firm outer edge.
- **New Spin Skin with SeRM:** SeRM, a new urethane coating with flexible molecular bonds, digs deep into wedge and iron grooves for increased friction and maximum spin.
- **New Alignment Aid:** New side stamping aids in alignment when standing over those critical putts.
- **338 Speed Dimple Pattern:** Providing a penetrating ball flight in any conditions, the 338 Speed Dimple Pattern increases lift and reduces drag to maximize distance.



[CLICK HERE](#) for photos, test results from the Q-STAR TOUR Product Manual, and to learn more about the latest offerings from [SRIXON](#).

The Srixon Q-STAR TOUR golf balls officially launch in North America on January 17, 2020, at a MAP of \$32.99 per dozen.

ABOUT Srixon®:

Based in Huntington Beach, CA, Srixon®, is part of the Sumitomo Rubber Industries, Ltd. family and enjoys a strong presence on competitive tours worldwide. The professional staff includes players such as Hideki Matsuyama, Graeme McDowell, Keegan Bradley, Inbee Park, as well as many others. Srixon®, with more than 80 years of golf ball manufacturing experience, is committed to providing "Tour-proven, premium golf equipment to passionate golfers seeking to improve their performance while enhancing their experience playing the game of golf." For more information, please contact Noelle Zavaleta at (714) 889-5853 or visit srixon.com.