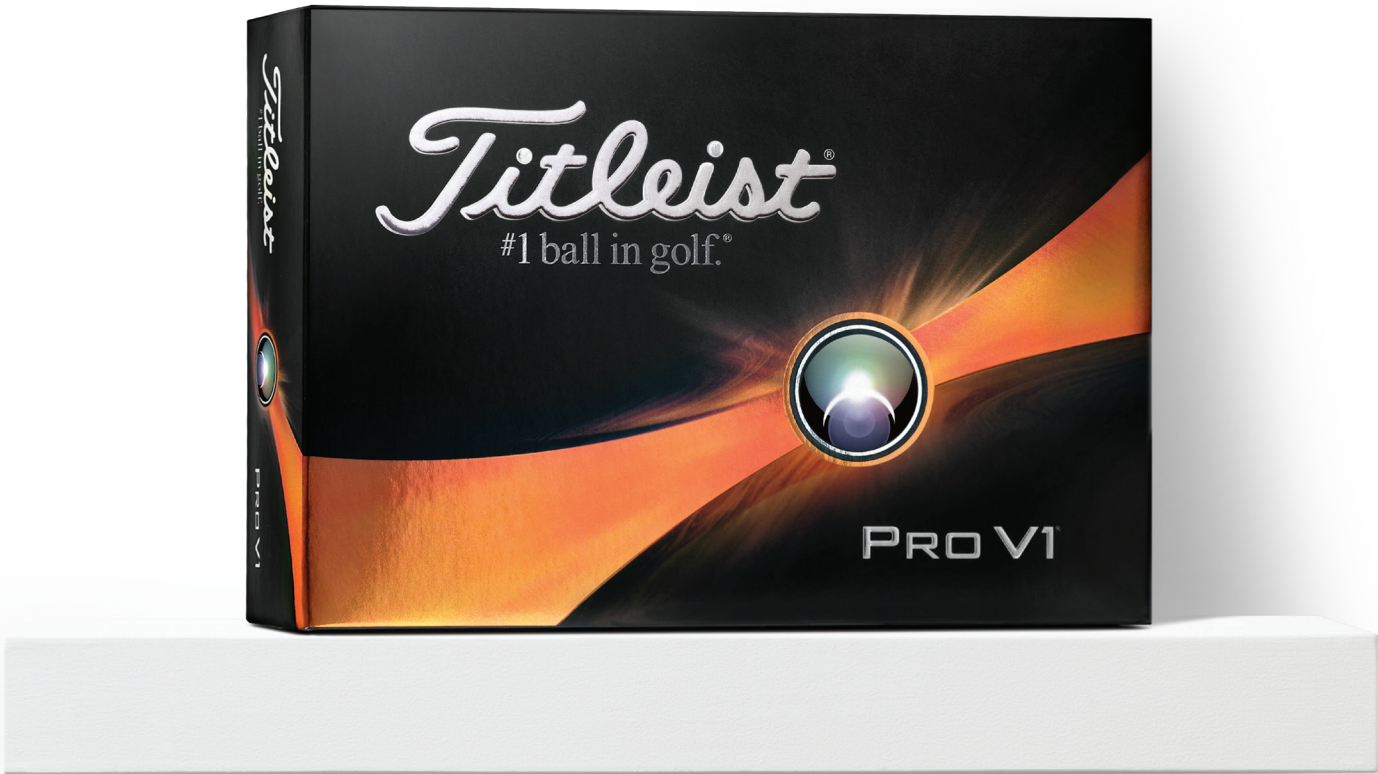


Titleist
#1 ball in golf.®



2024

The greatest combination of speed, spin, and feel in the game with long distance and penetrating flight.



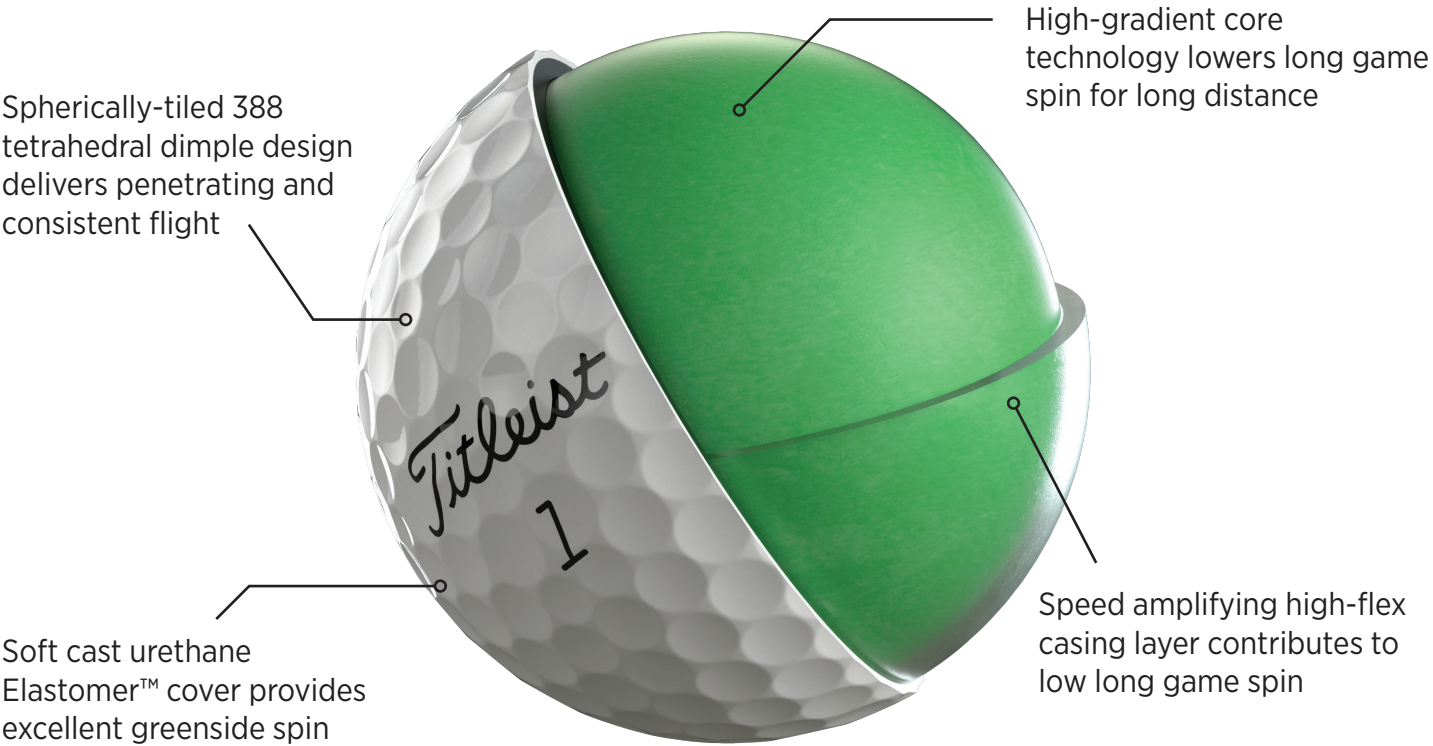
PRO V1 FAMILY

PRO V1[®]

Relative to Pro V1x, Pro V1 golf balls will fly lower, and spin less in the long game, while producing similar greenside spin and softer feel.

For players who prioritize total performance.

TECHNOLOGY OVERVIEW WITH PERFORMANCE BENEFITS

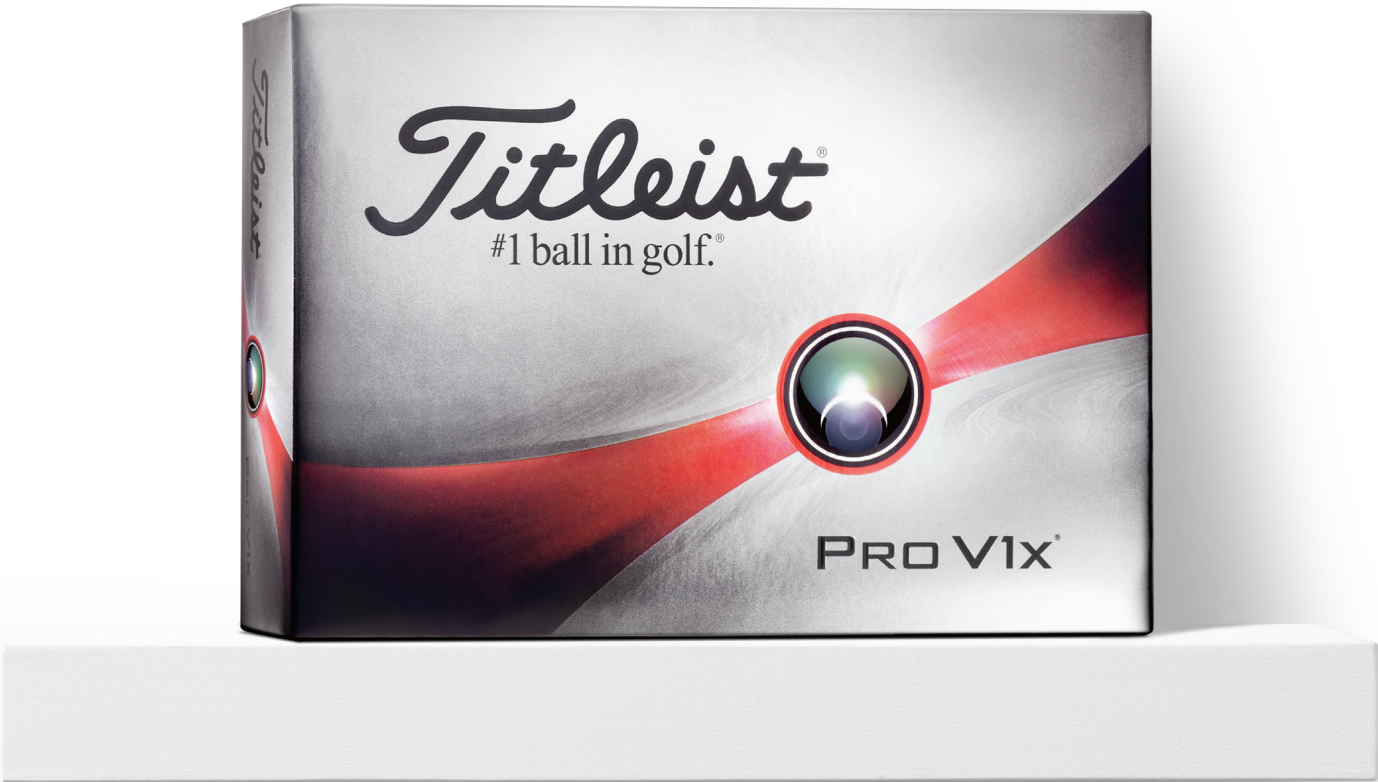


COLORS AND PLAY NUMBERS



White golf balls are available with play numbers 1-4, 5-8, and all the same play number 00 or 1-99. Triple Digit (100, 125, 150) play numbers available at special request. High optic yellow golf balls are available with play numbers 1-4.

High flight, precise spin and control with long distance for total performance.



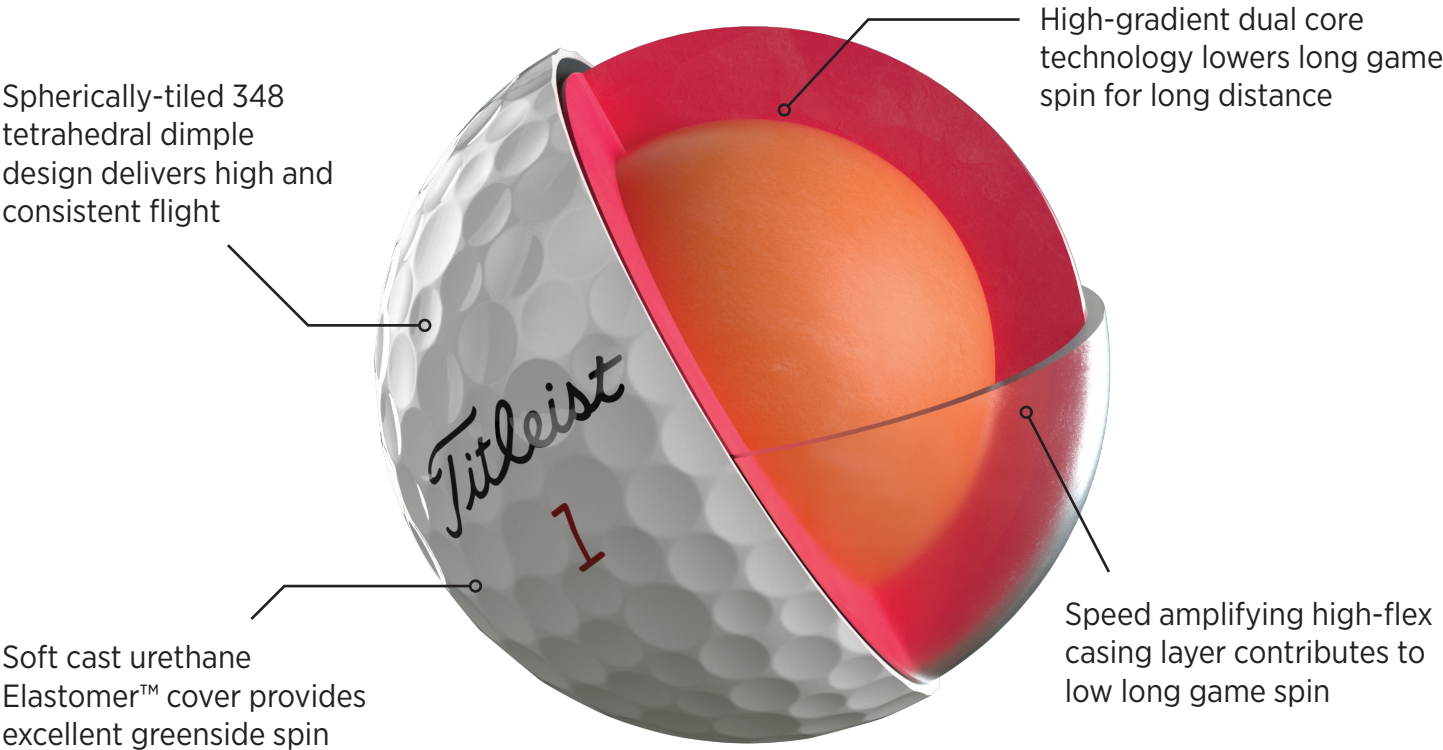
PRO V1 FAMILY

Pro V1x[®]

Relative to Pro V1, Pro V1x golf balls will fly higher, spin more, and have a firmer overall feel.

For players who prioritize total performance, with higher flight and higher spin.

TECHNOLOGY OVERVIEW WITH PERFORMANCE BENEFITS



COLORS AND PLAY NUMBERS



White golf balls are available with play numbers 1-4, 5-8, and all the same play number 00 or 1-99. High optic yellow golf balls are available with play numbers 1-4.

High flight, with lower spin to maximize distance, delivering total performance.



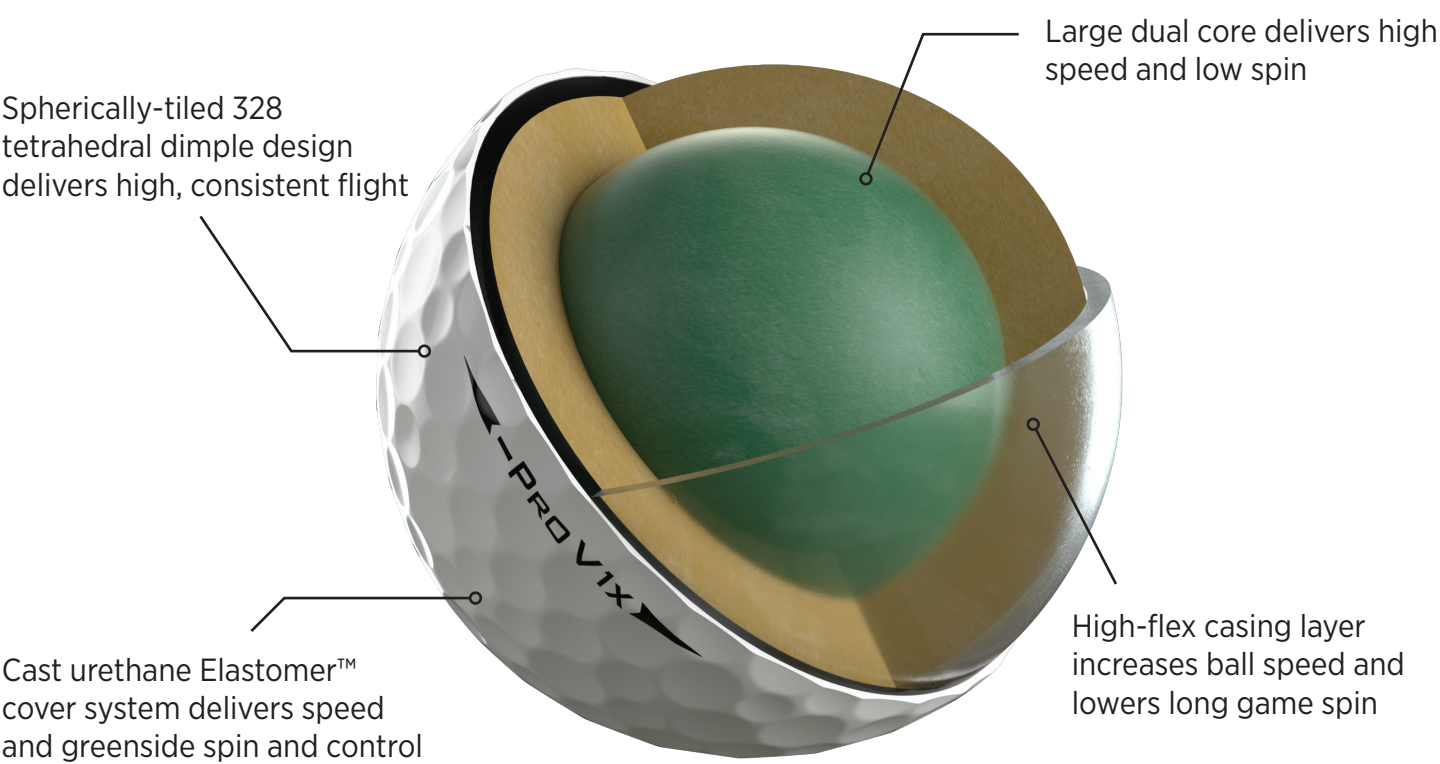
PRO V1 FAMILY

-PRO V1x[®]

Pro V1x Left Dash golf balls are designed for players seeking a high flight similar to Pro V1x with dramatically lower full swing spin, producing long distance and firmer feel.

For players who prioritize total performance, with higher flight and lower spin.

TECHNOLOGY OVERVIEW WITH PERFORMANCE BENEFITS

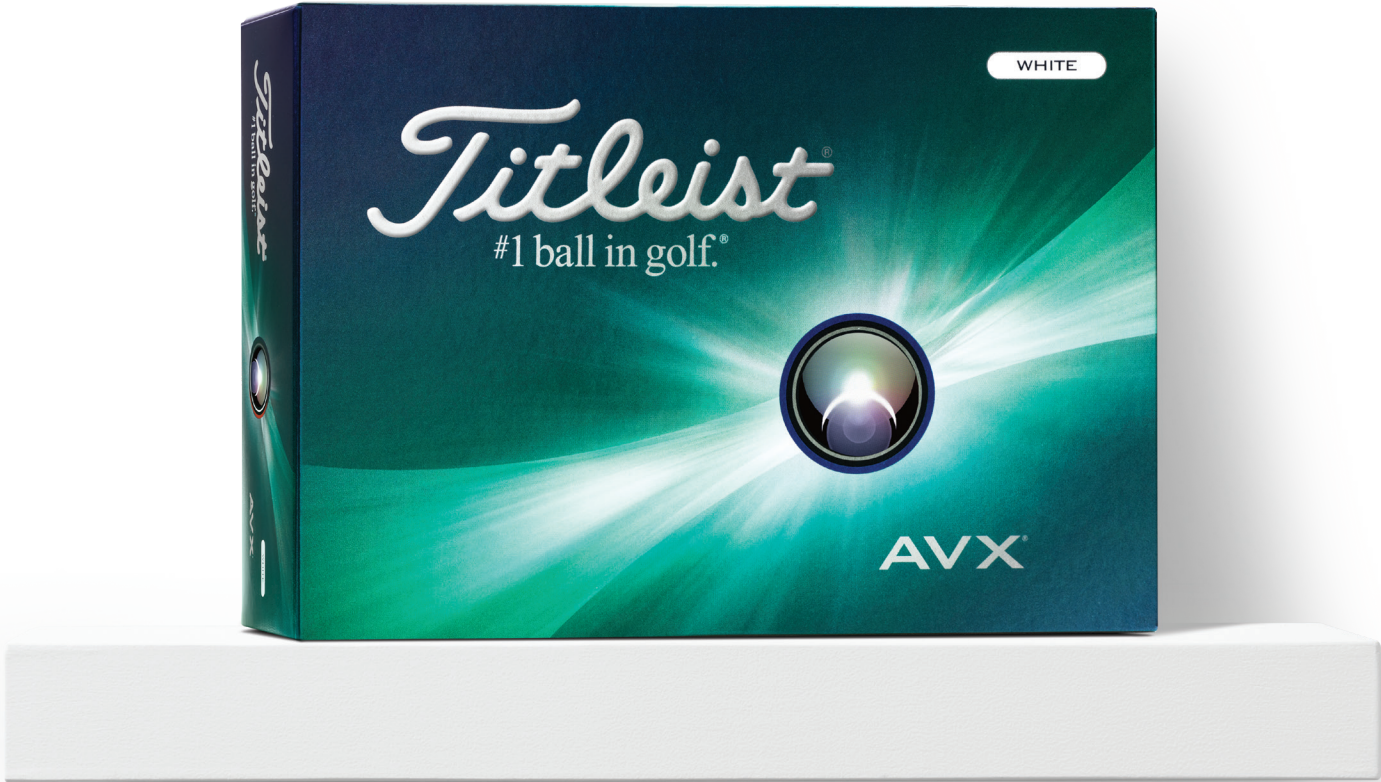


COLORS AND PLAY NUMBERS



White golf balls are available with play numbers 1-4

A unique combination of exceptional distance and extraordinary feel.

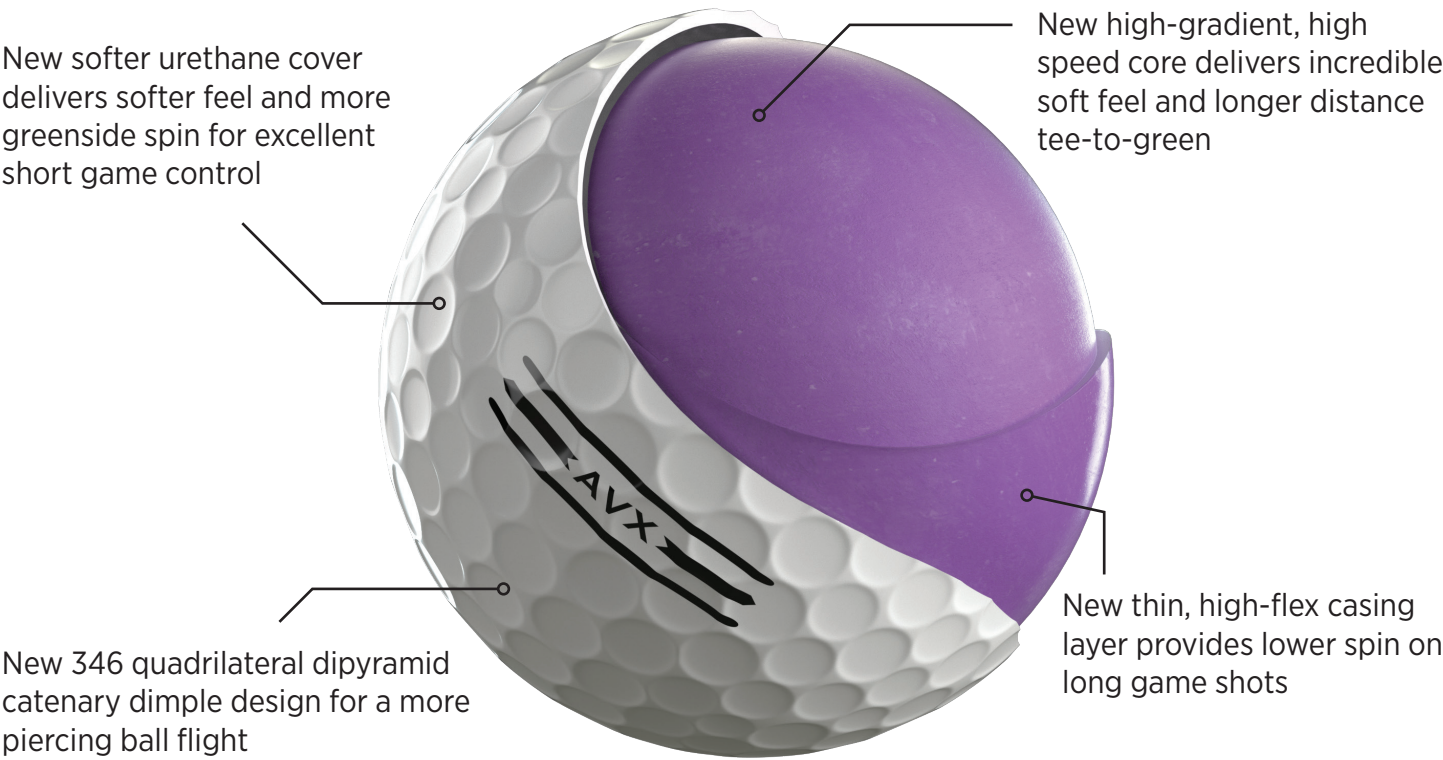


PREMIUM PERFORMANCE

AVX®

For the player who is looking for a low flying, low spinning golf ball with very soft feel and excellent greenside control.

TECHNOLOGY OVERVIEW WITH PERFORMANCE BENEFITS



COLORS AND PLAY NUMBERS



White and high optic yellow golf balls are available with play numbers 1-4

Exceptionally soft feel and
all-around performance.



PERFORMANCE LINE

TOUR SOFT

For players who prioritize soft feel, with great
all-around performance.

TECHNOLOGY OVERVIEW WITH PERFORMANCE BENEFITS



COLORS AND PLAY NUMBERS



White, high optic yellow, and green golf balls are
available with play numbers 1-4

Full throttle speed for
maximum distance.

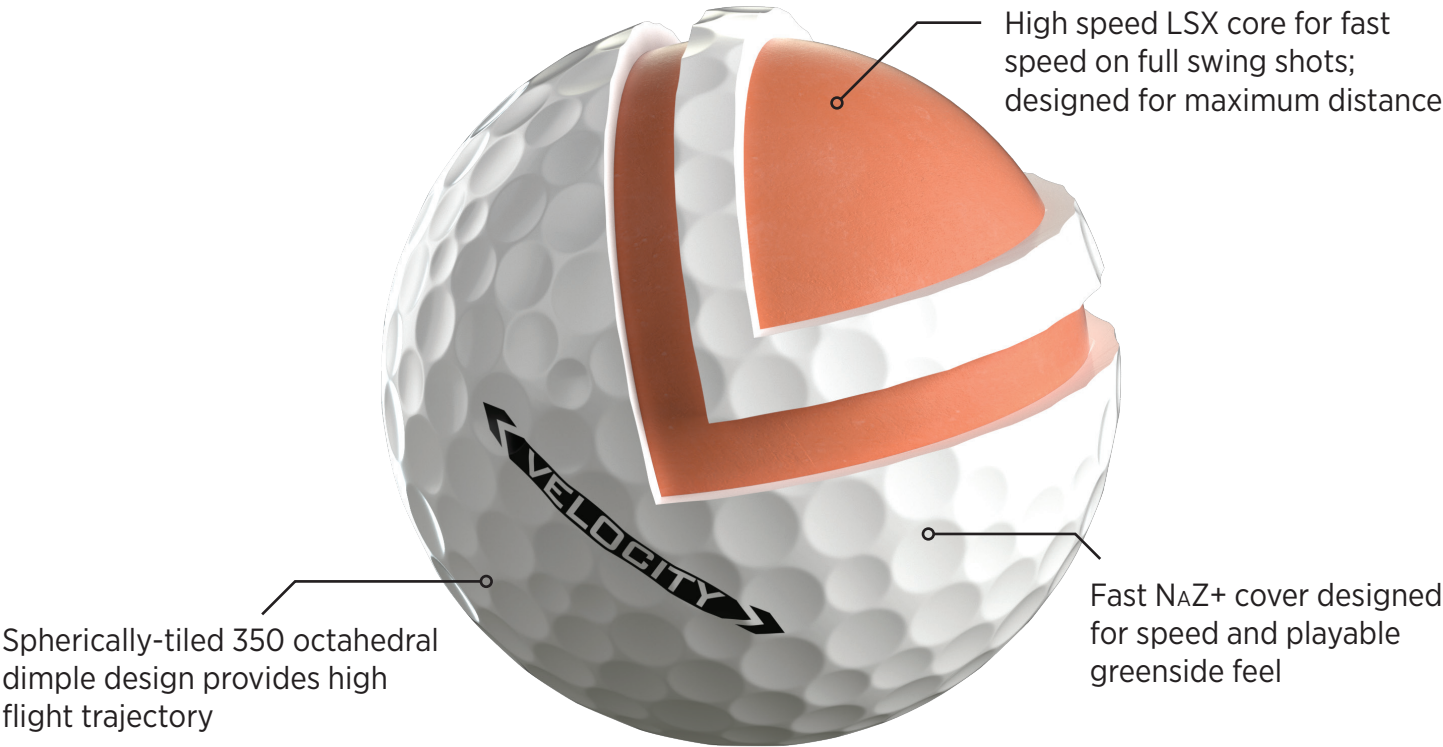


PERFORMANCE LINE

VELOCITYTM

For players who want distance above all else.

TECHNOLOGY OVERVIEW WITH PERFORMANCE BENEFITS



COLORS AND PLAY NUMBERS



White golf balls are available with play numbers 1-4.
Matte orange and matte green golf balls are available
with play numbers 00-11-22-33.

The softest Titleist® golf ball.

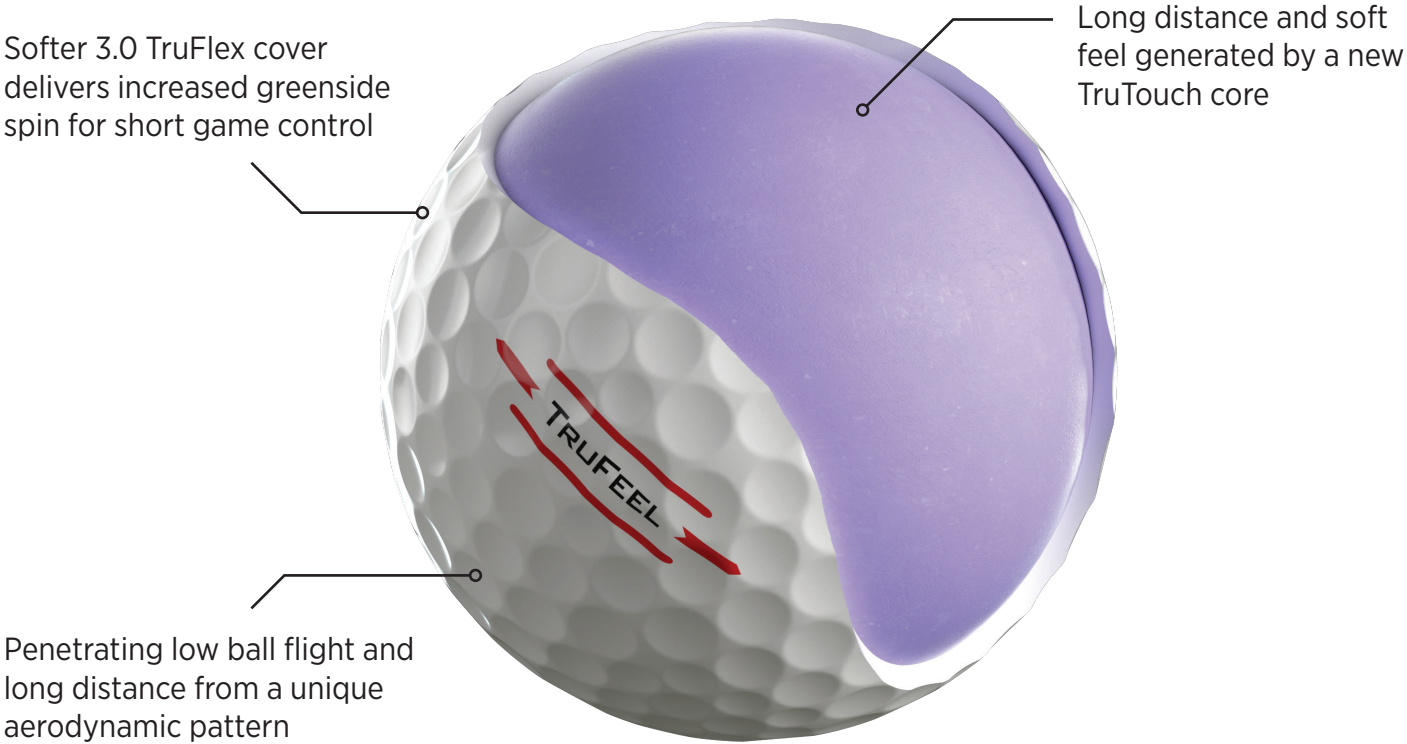


PERFORMANCE LINE

TRUFEEL™

For players who prioritize soft feel and trust the Titleist brand.

TECHNOLOGY OVERVIEW WITH PERFORMANCE BENEFITS



COLORS AND PLAY NUMBERS



White, high optic yellow, and matte red golf balls are available with players numbers 1-4.

Yellow and Matte Red coming soon

Titleist® Golf Balls

Titleist golf balls are designed with purpose. Our constant connection to dedicated golfers provides valuable insights that drive specific performance differences in the flight and spin of our golf balls, as well as satisfying golfer preferences in feel and golf ball color. Our rigorous performance and quality standards serve as validation that every product meets or exceeds every golfers’ expectations.



PRO V1®

For players who prioritize total performance.



PRO V1x®

For players who prioritize total performance, with higher flight and higher spin.



-PRO V1x®

For players who prioritize total performance, with higher flight and lower spin.



AVX®

For players looking for a low flying, low spinning golf ball with very soft feel and excellent greenside control.



TOUR SOFT

For players who prioritize soft feel, with great all-around performance.



VELOCITY™

For players who want distance above all else.



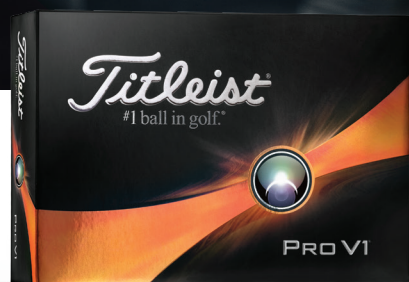
TRUFEEL™

For players who prioritize soft feel and trust the Titleist brand.

PRO V1 FAMILY



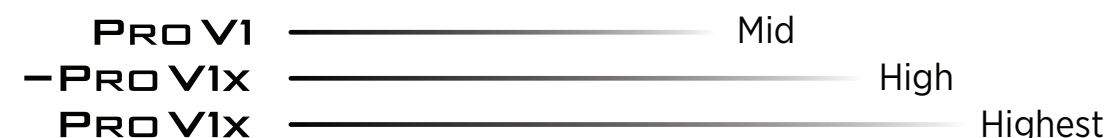
Golf ball selection impacts players' ability to score. Titleist has a high performance option to fit every player's flight, spin, and feel needs to elevate their game.



PRO V1[®]

For players who prioritize total performance.

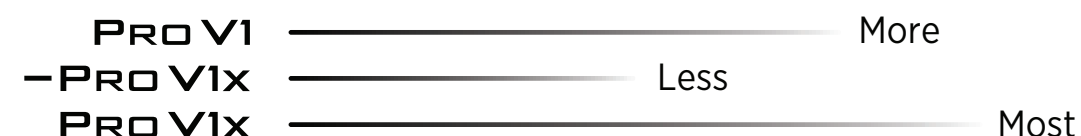
FLIGHT



PRO V1X[®]

For players who prioritize total performance, with higher flight and higher spin.

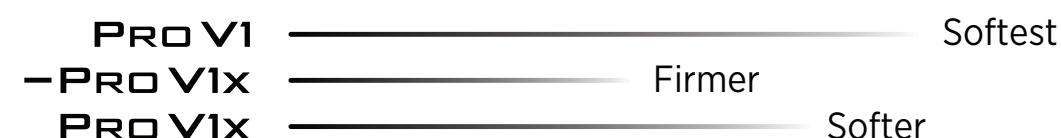
SHORT GAME SPIN



-PRO V1X[®]

For players who prioritize total performance, with higher flight and lower spin.

FEEL





Achushnet Company
P.O. Box 965
Fairhaven, MA
02719-0965
www.titleist.com