

THE PRICELESS VALUE OF TRUE TEMPER GOLD: SUPER-LIGHTWEIGHT PERFORMANCE

During the past 12 years, True Temper Sports has dedicated itself to developing super-lightweight steel shafts. The goal was to create a series of shafts that provides the distance of graphite with the proven accuracy of steel. The result of significant investments in research, development and advanced manufacturing techniques has yielded the Gold Series (GS) sub-100 gram steel-shaft family, which includes GS95, GS85 and GS75.

■ Top Test Results

The GS shafts were first tested on tour and by consumers in Japan, where blind testing ranked the shafts No. 1 for feel.

"Noting the impact that the GS family was making on tour, numerous major OEMs started to test samples and found that the GS75, GS85 and GS95 won out during internal player tests," says Greg Cavill, director of metals engineering and R&D for True Temper.

After learning of the shaft's outstanding popularity in Japan, True Temper Sports answered the U.S. demand for super-lightweight steel shafts and debuted the GS family stateside in 2010.



True Temper takes its name from the tempering process used in making steel shafts that ensures good feel and the ultimate in consistent performance.

■ Gold Manufacturing Processes

As with all True Temper shafts, the GS family is created using the company's proprietary Gold Manufacturing Process. The Process ensures pinpoint specification consistency throughout each set for unmatched shot repeatability.

"To create super-lightweight steel shafts that wouldn't sacrifice control, consistency or feel, we really had to take our Gold Manufacturing Process to the next level," Cavill says. "For example, it takes roughly 150 processes to manufacture a Dynamic Gold shaft. Creating the GS shafts requires an additional 15 processes."

■ Remarkable Attributes

As a result of tour testing and True Temper's complex manufacturing process, GS shafts offer golfers three key benefits:

Distance: "By significantly reducing the weight of the GS shafts by 30 grams, we created a steel shaft that provides the same distance features as a graphite shaft," Cavill says. "The aggressive lightweight design means a more efficient club, which is ultimately easier for the golfer to swing. The GS family provides the most distance of all of True Temper's shaft designs."

Consistency: The reason 98 percent of golf professionals play steel shafts in their irons is that the material provides

the ultimate in consistency. True Temper's manufacturing processes ensure that same consistency in the GS shafts.

Feel: "One of the challenges of producing a sub-100 gram steel shaft is you risk increasing the vibrations at impact, which creates a harsh feel in the golfer's hands," Cavill says. "Through refinement of our materials and manufacturing processes over the past 12 years, we were able to reinforce GS shafts so they produce the same smooth feel as graphite."

GS shafts are a great option for a wide variety of player profiles and can benefit any golfer who wants greater distance, consistency and feel from a super-lightweight steel shaft. For more details, visit www.trueemper.com.

FEEL IT TO BELIEVE IT.



Ultralight. Great Feel... Yes, it's Steel!

GS85 and GS95 are the lightest steel shafts available, delivering ultimate stability and consistency while providing a unique feel that sets them apart from every shaft on the market.

Featuring innovative Speed Step design, GS shafts incorporate a responsive tip that increases your launch angle and maximizes your ball's peak trajectory for maximum distance, while giving you the best feel in steel.



SUPER-STRONG STEEL — GS75, GS85 and GS95 shafts are manufactured using True Temper's proprietary S3 technology—the ultimate in super-lightweight material design. S3 technology ensures superior material consistency, which improves the shaft's strength and durability, and provides responsive feedback shot after shot.

FOR MORE INFORMATION, VISIT TRUETEMPER.COM

GS85 GS95 Light weight. Softer feel. By **TRUE TEMPER**®

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