

Titleist® | GT



****UNDER EMBARGO UNTIL 2PM (UK TIME) THURSDAY 1ST AUGUST 2024****

TITLEIST INTRODUCES

ALL-NEW GT METALS LINE

New GT models deliver generational leap in Titleist driver and fairway design

Titleist, the most played driver on the PGA TOUR for five years and counting, introduces three **all-new GT driver models**, the most advanced and best-performing drivers to ever bear the Titleist script. **GT2, GT3 and GT4 drivers** are engineered to deliver total driver performance without sacrifice. In addition to exceptional looks, feel and sound, the new line is faster, longer, straighter and more forgiving across the face than any Titleist driver to precede it.

The new GT driver line consists of three models. **GT2** is designed for speed and forgiveness across the face with a higher-MOI setup. **GT3** is designed for fine-tuned speed and control, maximising distance and optimising flight. **GT4** is a low-spin, 430cc driver designed to eliminate excessive spin and deliver a fast, penetrating trajectory.



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**STEPHANIE LUTTRELL, DIRECTOR,
TITLEIST METALWOOD PRODUCT DEVELOPMENT, SAID:**

“The GT line represents a monumental leap forward for Titleist driver design and engineering. The breakthroughs we made in material, construction, shaping and design weren’t possible in prior generations. All the advancements found in GT are working in concert to create the highest-performing driver we have ever made.”

GT TECHNOLOGY OVERVIEW

SEAMLESS THERMOFORM CROWN

Each model in the GT lineup features an ultra-lightweight crown made from a new Proprietary Matrix Polymer. The material, never used previously in golf clubhead design, afforded Titleist engineers unprecedented design solutions regarding internal weight positioning, unlocking gains across multiple categories of driver performance. The crown is wrapped to the sole using an advanced thermoforming process, resulting in a clean look with no visible seam or transition between material.

In moving to a multi-material construction, one of the top priorities from Titleist’s R&D team was to preserve the classic sound of Titleist metals. The unique acoustic properties of the Proprietary Matrix Polymer allowed Titleist engineers to fine-tune tremendous sound and feel while still maximising the weight-saving gains from GT’s new construction.



**CHUCK GOLDEN, SVP
TITLEIST CLUB RESEARCH & DEVELOPMENT, SAID:**

“One of our first goals with GT was to make it faster than TSR, and the only way to achieve our design goals was to break out of an all-titanium construction. The density of this crown is approximately three times lighter than where we were in an all-titanium construction. By wrapping the crown down to the sole, we optimise the mass distribution throughout the head, allowing us significant advantages in designing to our centre of gravity and inertia goals.”



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TOUR-INSPIRED FACE GRAPHICS

GT models feature new face graphics, which are designed to frame the ball squarely at address. This change, driven by specific Tour player prototyping and feedback, helps golfers align the golf ball with the centre of the club with more confidence.



SPLIT MASS CONSTRUCTION

The weight savings that resulted from GT's Thermoform Crown gave Titleist engineers the ability to re-position discretionary weight in optimal positions within the clubhead. Mass was strategically pushed both towards the front of the club, unlocking greater speed through CG placement, and towards the rear, offering stable, high-MOI performance. CG placements across the three models vary, giving players the opportunity to find the right combination of speed, launch angle and spin for their games with three unique setups.

ENHANCED SPEED RING WITH VFT

GT's exceptionally fast face has two key technologies behind it. An upgraded titanium Speed Ring reinforces and stabilises the perimeter of the clubface, which produces maximum ball speed for on-centre strikes, while Variable Face Thickness (VFT) works to preserve consistently fast ball speeds on off-centre strikes, eliminating excessive distance drop-off.



IMPROVED AERODYNAMICS

Improvements to internal construction and weight distribution have allowed greater optimisation of aerodynamics across the three models, a breakthrough that was previously impossible to execute due to design constraints. The GT drivers feature refined profiles that help reduce drag and increase clubhead speed.



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DRIVERS ON TOUR

The next generation of the PGA TOUR's most played driver made its debut in June at the Memorial Tournament, with 13 players immediately putting new GT driver models in play. A week later at the U.S. Open, 19 players had a GT driver in the bag – including the **2021 FedExCup** (GT2) and **2013 Masters champions** (GT2) – making the switch the week of a major.

By the Genesis Scottish Open in July, more than 100 players had already played a GT driver on the **PGA TOUR**, including, **Max Homa** (GT3), **Tom Kim** (GT3), **Cameron Young** (GT2), **Justin Thomas** (GT2) and **Will Zalatoris** (GT2). **Billy Horschel** and the **2013 U.S. Open champion** finished runner-up at the Open Championship both gaming GT3 drivers.

BILLY HORSCHEL

“It feels more solid to me. I know where the ball is better...Even the ones I missed, the dispersion is still tight. We haven't lost anything. It's faster, spin rate is more consistent.”

The rapid adoption of the new GT2, GT3 and GT4 drivers extended to the **DP World Tour** with 28 immediate moves to GT in its first week and is now used in play by the likes of **Matteo Manassero** (GT3), **Jordan Smith** (GT3) and the **2024 BMW International Open champion** (GT3).

On the **LPGA**, the players making the move to GT includes, **Albane Valenzuela** (GT3), **Emily K. Pedersen** (GT3) – and the World No. 3, who switched to GT2 from a competitive model.



CAMERON YOUNG

“There's something rewarding about the sound it makes when you hit one in the middle. It just feels like it's coming off really fast, which is a really rewarding kind of feeling. The fact that it looks so much like what we're used to and a shape that I think everybody likes, it's nice to know that underneath you've got some help, but at the same time it's the same thing you're used to. And the things that you like have stayed consistent.”



MAX HOMA

“I've got the GT3, and I was beyond stoked to get this because J.J. [Van Wezenbeeck, Titleist's Senior Director of Club Promotions] told me it was basically built for everything I like in a driver. The big benefit to me is that this driver likes to go higher with a little less spin. I struggle when I try to get height. I need to feel like I'm swinging and hitting a lower drive. [With GT] you can kind of play for a low one and it's going to launch up in the air with very little spin.”

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TITLEIST GT DRIVER MODELS

GT2 | SPEED AND FORGIVENESS ACROSS THE FACE

The GT2 driver is designed for golfers who would benefit from a fast and forgiving driver on both on- and off-centre strikes. Players who struggle to find a consistent impact point on the clubface will see exceptionally fast ball speeds across the face from GT2's upgraded Speed Ring and Variable Face Technology along with maximum stability from GT2's higher MOI design.

GT2's shaping has been refined for a confidence-inspiring look and upgraded for maximum aerodynamic performance. The clubhead is longer front-to-back and its clubface is marginally shallower. Compared to previous generation '2' models, GT2 features a more traditional pear shape, bringing its profile closer to that of GT3. An interchangeable weight in the rear position allows for control over headweight and swingweight to produce personalised performance and feel.

Like all GT models, GT2 benefits from the all-new Seamless Thermoform crown and Split Mass Construction, which work in concert with the model's other improvements to deliver total driver performance.

GT2 DETAILS AND SPECS:

- High launch, low spin
- Head: 460cc
- Lofts: 8.0, 9.0, 10.0, 11.0 (RH/LH)
- Standard Length: 45.5"
- Standard Lie: 58.5"
- Featured Grip: Titleist Universal 360 Grip
- Weight Options: 9 Gram (Nominal) w/ +6, +4, +2, -2, -4, -6
- SureFit Hosel: Compatible with TSR, TSi, TS



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GT3 | SPEED-TUNED DISTANCE AND CONTROL

GT3 delivers extremely fast ball speed along with maximum adjustability for players seeking to optimise distance and control ball flight. With a new Adjustable CG Track, now positioned closer to the face compared to TSR3, fitters and golfers can select between five CG locations (H2, H1, N, T1, T2), lining up the CG setting to their strike location tendencies. An optimal CG location will extract more speed and greater consistency in ball flight. These benefits are magnified even more in GT3 due to the new, more forward location of the track.

Like GT2, GT3's clubhead is 460cc, though its shape appears more compact and pear-shaped, and its clubface sits taller. Compared to TSR3, GT3's shape is more aerodynamic, translating to faster clubhead speeds for the golfer.

At the centre of all GT3's advancements are its new Seamless Thermoform Crown and Split Mass Construction, which allow for faster ball speeds and more stability.

GT3 DETAILS AND SPECS:

- High launch, lower spin
- Head: 460cc
- Lofts: 8.0, 9.0, 10.0, 11.0 (RH/LH)
- Standard Length: 45.5"
- Standard Lie: 58.5"
- Featured Grip: Titleist Universal 360 Grip
- Weight Options: 8 Gram (Nominal) w/ +6, +4, +2, -2, -4
- SureFit Hosel: Compatible with TSR, TSi, TS



GT4 | EXCEPTIONAL LOW-SPIN PERFORMANCE

GT4 is designed for players looking to eliminate sub-optimal spin rates – usually over 3,000 RPMs – to create a more penetrating and efficient ball flight. GT4's dual-spin control settings allow golfers to choose between more aggressive spin reduction or a more balanced and stable setting with more moderate spin reduction. This is accomplished by flipping a heavier (11 gram) and lighter (3 gram) weight between two positions. GT4 also has a smaller profile than the GT2 and GT3 models at 430cc.

GT4's performance improvements begin with its Seamless Thermoform Crown and Split Mass Construction, as Titleist engineers pushed its internal mass distribution further apart, maintaining back-weighted stability while driving CG forward for greater spin reduction.

GT4 DETAILS AND SPECS:

- Mid launch, lowest spin
- Head: 430cc
- Lofts: 8.0, 9.0, 10.0 (RH/LH)
- Standard Length: 45.5"
- Standard Lie: 58.5"
- Featured Grip: Titleist Universal 360 Grip
- Weight Options: 11 Gram (FWD) / 3 Gram (AFT)
- SureFit Hosel: Compatible with TSR, TSi, TS



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The new Titleist **GT2 and GT3 fairway metals** build upon the engineering breakthroughs that created the GT driver line, delivering exceptional performance from material and construction advancements. GT fairways offer fast speeds, higher flight, optimal spin and longer carry in two unique models. The line provides total performance both off the tee and into the green.

Both GT2 and GT3 fairway metals feature all-new constructions, beginning with their **Seamless Thermoform Crown**, made from Titleist's **Proprietary Matrix Polymer**. The crown maintains the classic Titleist look while the acoustic properties of the Proprietary Matrix Polymer provide the classic Titleist sound and feel. Much like the GT driver line, the ultra-light crown on GT2 and GT3 fairways allows for the redistribution of discretionary mass, leading to **optimised**



centre of gravity positions in each model. The result is higher flight with similar or lower spin and fast speeds in both models. A **new L-Cup Face** improves performance on low impact shots, and **refined shaping** on each model gives players two distinct options to choose from.

TITLEIST GT FAIRWAY MODELS

GT2 FAIRWAY

The GT2 fairway delivers high flight, low spin and exceptional forgiveness. The model comes in five different lofts, allowing players to dial in their distance gapping at the top end of their bag. GT2 has an inviting profile with a shallow face, ideal for players who have a more sweeping delivery with their fairway metals.



GT2 FAIRWAY SPECS:

- High launch, low spin
- Lofts: 13.5, 15.0, 16.5, 18.0, 21.0 (RH/LH)
- Standard Lengths: 43", 43", 43", 42", 41.5"
- Standard Lie: 56.5, 56.5, 57.0, 57.5, 58.0
- Head: 200cc, 170cc, 170cc, 150 cc, 145 cc
- Featured Grip: Titleist Universal 360 Grip
- Weight Options: 9 Gram (Nominal) w/ +6, +4, +2, -2, -4 Options
- SureFit Hosel: Compatible with TSR, TSi, TS

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GT3 FAIRWAY

The GT3 fairway offers controlled flight, fast ball speed and maximum adjustability. Each of the three GT3 loft configurations features a refined SureFit Adjustable CG Track System, which allows fitters to move a sliding weight track into one of five positions: H2 (Heel), H1, N (Neutral), T1 (Toe), T2. A taller face helps differentiate GT3 from GT2, a profile preferred by many players who like to hit down on the ball with their fairway metal and prefer the look of a deeper face.



GT3 FAIRWAY SPECS:

- Mid/high launch, low spin
- Lofts: 15.0, 16.5, 18.0 (RH/LH)
- Standard Lengths: 43", 43", 42"
- Standard Lie: 56.5, 57.0, 57.5
- Head: 177cc, 177cc, 153cc
- Featured Grip: Titleist Universal 360 Grip
- Weight Options: 12 Gram (Nominal) w/ +6, +4, +2, -2, -4 Options; SureFit CG Track
- SureFit Hosel: Compatible with TSR, TSi, TS



AVAILABILITY:

GT drivers and fairways are available for fittings from August 1st and in golf shops worldwide beginning August 23rd.

GT SRP:

Drivers

£579 | £749 (Premium)

Fairways

£349 | £519 (Premium)

CONTACT:

James Savage, PR and Communications Manager
james_savage@acushnetgolf.com