



****Notice: The following release is under embargo until November 7, 2018 at 8am CT****

Fujikura ATMOS Tour Spec to be the Stock Shaft in Wilson's New Driver vs. Driver 2 Winner

Flighted Collection of Tour-Level Shafts Offered by Wilson Golf as fitting options in their latest Driver

Vista, Calif. (Nov. 6, 2018) – Fujikura, the leader in performance golf shafts, is proud to announce the popular ATMOS Tour Spec shaft has been chosen to be the stock shaft in the winning driver from Wilson's Driver vs. Driver 2 Competition on the Golf Channel.

Fujikura has partnered with Wilson Golf to launch their newest driver, the winning clubhead from Golf Channel's Driver vs. Driver 2, with a variety of ATMOS Tour Spec shafts to ensure the golfer can find the fit that is best for their swing and maximizes performance.

Fujikura's ATMOS Tour Spec is the culmination of Fujikura's learnings from more than two decades of tour-driven products. The development of ATMOS Tour Spec was an extensive process by which critical player feedback and fitter needs were at the forefront. The goal was to provide options for different launch and spin to dial in the precise performance for a wide range of golfers.



ATMOS Tour Spec is available in three profiles with unique launch and spin to provide fitters with options for both tour players and amateur golfers. Red is the highest launching and spinning of the three, blue as the middle launching and black is the lowest. Similarities across the three shafts include keeping the handle flexes the same for feel, but adjusting the mid and tip sections for launch and spin to achieve desired results. The shafts all have a stiff butt and mid section with a slightly reactive tip, our High Inertia Tip (HIT Technology). This creates great feel and clubhead acceleration for increased clubhead speed.

ATMOS Tour Spec was introduced to the PGA Tour in January of 2017, and available in the aftermarket shortly after. Tour usage has increased 44% in 2018 compared to the prior year.



“We’re proud and honored to be part of Wilson’s Driver vs. Driver 2 Competition on the Golf Channel,” Said Chad Embrey, National Sales Manager at Fujikura. “Our color-coded launch profile system has been a hit on the PGA Tour and across our charter dealer network. We’re excited to provide these options with Wilson’s new driver which is sure to be a winning combination.”

To learn more about the ATMOS Tour Spec and see the full list of specs and technologies, visit <https://www.fujikuragolf.com/atmos-tour-spec>

ABOUT FUJIKURA COMPOSITES AMERICA:

Fujikura is known for designing and producing the world’s best performance golf shafts which is credited to their engineering team, enso® technology and the professional tour support the company receives from the PGA TOUR, Web.com Tour, LPGA Tour and Champions Tour. Fujikura products can be custom fit through its network of over 500 Charter Dealers worldwide.

To learn more about Fujikura, visit www.fujikuragolf.com

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ABOUT DRIVER vs. DRIVER PRESENTED BY WILSON

Driver vs. Driver presented by Wilson debuted in 2016. The show, from inception, was designed to utilize the power of crowd-sourcing combined with Wilson LABS’ (the innovation hub at Wilson) deep golf experience and expertise to create a world-class golf driver in a way that had never been done before. Driver vs. Driver also was created to infuse new energy and excitement into the golf equipment conversation, open the game of golf to a broader audience and bring highly innovative products to the marketplace, all while educating golfers on how drivers are designed, developed and manufactured. Eric Sillies, an industrial design graduate from the University of Cincinnati, was crowned the winner of Driver vs. Driver’s first season.

ABOUT WILSON SPORTING GOODS:

Chicago-based Wilson Sporting Goods Co., a subsidiary of Amer Sports, is one of the world’s leading manufacturer of sports equipment, apparel and accessories. Wilson Golf is a global leader in high performance golf equipment and uses player insights to design products that push golf innovation into new territories. Through its dedication to creating products that enable athletes at every level to perform at their best, Wilson has earned its place as a leader in sporting goods for over a century.