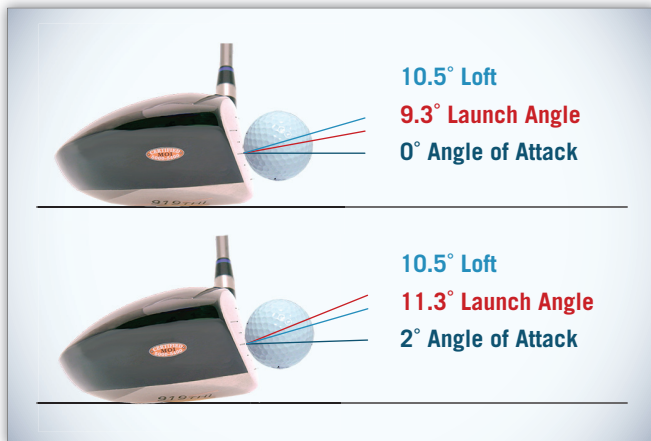


THE LONGEST DRIVE

Optimize your speed, launch angle and spin for powerful tee shots

By Russ Ryden

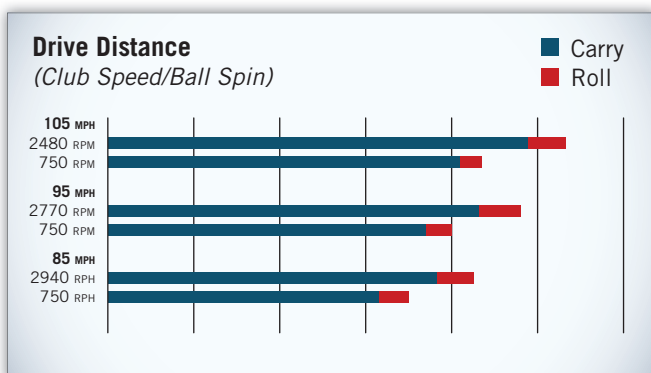
SPEED, LAUNCH ANGLE AND SPIN determine the flight of the golf ball. Getting the most from your driver comes from finding the right formula for you and then fitting a club to maximize your potential.



Driver loft creates spin. Increasing your launch angle by changing your angle of attack creates less spin. For most golfers, changing their angle of attack is not easy to do. The assistance of a clubfitter with a launch monitor will find the right combination of driver loft and angle of attack to maximize your drive length.

Ball Spin - The Facts

Spin and dimples on the ball work together to keep the golf ball airborne. Remember that day at the range with the worn balls that had no dimples? Your drives fell to the ground far short of how far you know you hit your driver. Hitting a smooth ball is similar to hitting a ball with low spin. At the bottom left of



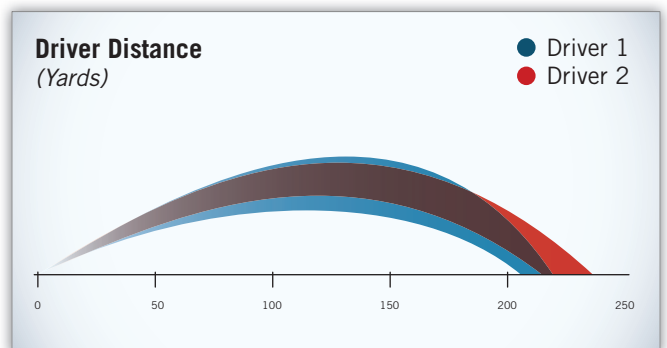
this page is a chart of distances that come from optimized speed, launch angle and optimized spin compared to very low spin.

The slower you hit the ball the more spin you need to get distance.

Since the United States Golf Association regulates the efficiency of the clubhead and the ball, there is little difference among current driver heads and golf ball designs. Thus, getting fit with a driver that creates the right launch angle and spin for your club speed is the key to adding distance to your drives.

Finding Your Speed/Launch Angle/Spin

An experienced clubfitter with a FlightScope radar launch monitor can measure your angle of attack, ball speed, launch angle and spin. By testing different shaft and loft combinations, the clubfitter can find the best combination for you.



For this player, the launch monitor helped discover a better performing shaft. The combined improvements in speed, launch angle and spin added 14 yards to his drive.

Getting the Right Fit

A knowledgeable custom clubfitter finds the proper combination of weight, length, balance, loft and shaft profile to fit your swing. Properly fit clubs make the game of golf easier and more enjoyable. They promote a stable, efficient swing that leads to more distance, better accuracy and lower scores. The average golfer actually has the most to gain from playing clubs that fit.



Russ Ryden is a golf clubfitter and custom club builder in Southlake. He is an AGCP Master Clubfitter and is a certified PCS, GCA and Rifle Shaft fitter. He can be reached at 817-247-3110. Visit his Web site at www.fit2score.com for more information about custom fit golf clubs.