

TRACKMAN

What TrackMan Users are Saying Players & Coaches

That is the first time in my career of golf, which is almost 30 years, that I actually had technology (TrackMan) help me. **Stephen Ames, PGA tour professional**

Working with TrackMan was a key factor behind my victory. It helped me and my coaching team solve the swing issues at the time.

I'm getting addicted to TrackMan. **Anders Hansen, PGA tour professional**

TrackMan is superb for training as it is invaluable for the player and coach to get instant feedback to a shot in order to sore the right feeling in the mind and body of the player.

Magnus Landström, Pro Golf Coach

TrackMan is a fantastic tool for measurement and analysis of ball flight. It has become an important part of our club fitting programs for tour players and amateurs alike.

David Leadbetter

TrackMan helps you improve what really matters in golf, tangible numbers, no guesswork, improving your awareness. It has been a big part of our winning the NCAA championships.

I see success coming to the kids and teams that really pay attention to the details. To compete at the highest level, you have to take the variables out of the equation. Distance control is very important in college golf. TrackMan gives us so much information with the ball, complete, tangible and concrete info. It is the one system that can make a difference.

When you see the best players in the world paying so much attention to the finite details, you pay attention too. TrackMan has helped us eliminate the variables (in our game). It let's you learn to control what you can control. Knowing your precise distance for example, allows you to check that off your list.

We always train with 3-4 stations, playing shot games. TrackMan has been great for our short yardage control. It has helped the players really learn how far their wedges go. In fact, one of our top players carries four wedges in his bag, TrackMan has taught him precisely which swing he needs for a particular distance. **Conrad Ray, Head Coach Stanford University Men's Golf Team**



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What TrackMan Users are Saying Golf's governing bodies

The US Open is a great opportunity for the USGA to measure launch conditions and swing performance of the best golfers in the world. TrackMan has given us the ability to do this accurately, efficiently and reliably.

TrackMan was once again a key asset in our effort to monitor the game of golf.

Dick Rugge, USGA Senior Technical Director

TrackMan has proven itself over several accuracy assessments and test events, including last year's Open Championship. We use TrackMan technology as part of our ongoing extensive research and testing.

We are highly confident in the system and look forward to reviewing the TrackMan data following the Open Championship so that we may better understand how today's players approach our golf courses and play the game. **Dr. Steve Otto, R & A**

Extremely cool to play with
The Wall Street Journal

**Enabling golf industry professionals to perform
with precision and confidence**



TRACKMAN

What TrackMan Users are Saying Club fitters, Retailers

We wouldn't be where we are if we didn't have TrackMan. Our product services have definitely grown and expanded do to it.

When we can knock down the shot dispersion in a player's game, get them hitting within 10 yards these guys are ready to give us their first born. They only reason we can do that is because of TrackMan.

Since we purchased TrackMan, we have seen a 30% increase in sales across the board. A lot of folks came to us before, now because of TrackMan, they all come to us. We are fast becoming the only place to go. The top level players all love it. Good players can understand how to read and use the numbers to improve their mechanics. Mid handicappers can't really make the swing changes. But with the feedback that we get from TrackMan, we can use it to help them.

We found the system pays for itself, as you generate revenue from above and beyond.

Corey McKay, Z Golf President

TrackMan is our centerpiece for our brand new Player Performance Studio, which we consider to be the best club fitting experience in the West. The system has separated us from any other facility that does not utilize this remarkable technology.

We can now feel really great about the value associated with our fitting fees and the experience given to our customers. They are blown away by what they learn and experience while being fit on TrackMan.

We have more than quadrupled the number of technology related fittings we now do each month. TrackMan gives us something to advertise and to demonstrate to the customer that we are the best in the business. **Tom Morton, PGA Director of Player Performance, Haggin Oaks Golf**

The TrackMan offers a complete menu of data and information and is the first apparatus of this kind to follow a golf shot from beginning to end. Because of the wealth of information that's produced instantaneously, it's a huge breakthrough in club-fitting as well as instruction and that's why we own one—Michigan's first TrackMan. **Brent Norton, Miles of Golf**

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What TrackMan Users are Saying Club fitters, Retailers

TrackMan has brought in many new and a larger cross section of customers. We are now pulling in people from across the state, from top amateurs on down.

We use TrackMan when we are looking at a new vendor. We can compare the numbers. TrackMan has helped us to determine which inventory stands out and what to carry.

We have always had a good following. Now TrackMan adds more value to our business, it has increased our reputation amongst company reps.

TrackMan opens up their eyes. It doesn't matter what level of golf you play. The pros want to learn more about their swing. And with the general customers, we get great feedback on why they hit like they do. We can then take their reports and know what to look at in their lessons.

Brent Norton, Miles of Golf

We know that having TrackMan has given us a competitive advantage in the marketplace. We have had people sent in to us because of it, and TrackMan has certainly helped us to get referrals. The OEMS and customers expect me to have the best. We charge a lot, so we try to have the best of everything, and that certainly includes TrackMan.

Customers trust the data from TrackMan. They know all the big OEMs are using it. The professionals know their own numbers so when they see the data from TrackMan they know that it is exactly correct.

Being located in Scottsdale, we have very specific weather conditions. TrackMan's ability to change or simulate climate conditions is an extremely important feature, as we have customers coming from around the USA for fittings. To be able to tailor TrackMan's setting to their home location or climate has been very beneficial to us.

The more you learn about TrackMan, the more intricate it gets. The deeper we get into the applications the more stats we want to use. Specifically, applications like finding shot averages. Having the customer knock out shots and then being able to average them and replay them is very slick. All the new club data like attack angles etc. have been very useful for us.

Mark Timms, Cool Clubs Golf