

Titleist Introduces New 716 AP1 and AP2 Irons

New 716 AP Iron Models Deliver Best-In-Class Combination of Distance, Forgiveness and Shot-Stopping Performance in Player-Preferred Profiles

FAIRHAVEN, Mass. (Sept. 22, 2015) – **New 716 Titleist AP1 and AP2 irons**, available beginning Oct. 23 in golf shops worldwide, are precisely engineered with industry-leading amounts of high density tungsten to deliver the best combination of low CG and high MOI in their respective categories for distance, forgiveness and shot-stopping control.

“AP1 and AP2 irons are designed for two distinct player profiles. AP1 is for players seeking maximum distance and forgiveness. AP2 is for players seeking distance and forgiveness in a tour-proven iron,” said Chris McGinley, Vice President, Titleist Golf Club Marketing. “Our R&D team has precisely engineered both models to create speed and launch for distance with maximum forgiveness to help all players improve their iron play.”

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New 716 AP1 is the longest, most forgiving Titleist iron ever. New AP1’s extreme 360° undercut cavity design with a large, thin, unsupported face delivers speed and launch for more distance, while the industry-leading use of high-density tungsten weighting provides maximum forgiveness.

“Golfers looking to improve their games need the best technology available,” McGinley said. “We understand these golfers want as much distance and forgiveness as they can get, but we also know they want to score better. AP1 has technology that will help golfers hit the ball farther with the proper flight to stop the ball closer to the pin more consistently. That’s what good iron play is all about.”

NEW 716 AP1 TECHNOLOGY: New AP1 irons – the longest, most forgiving irons ever designed by Titleist R&D – provide unparalleled game improvement technology:

- An extreme **360° Undercut Cavity** creates a large, thin, unsupported face area, resulting in a **Thin Fast Face** that flexes more at impact. The thinner face – constructed from specially heat-treated 17-4 stainless steel for strength – increases both speed and launch for more distance. Additionally, the deeper undercut creates discretionary weight that allows industry leading use of high density tungsten.
- **High Density Tungsten**, precisely placed low and in the toe of the long and mid irons, produces a lower center of gravity (CG) for a higher launch angle. The improved launch allows for stronger lofts, which increase speed for even more distance. The high density tungsten also moves weight to the perimeter, increasing moment of inertia (MOI).
- A forgiving **High-MOI Design** – with 50 percent more tungsten than prior generation 714, at an average of 42.5 grams of tungsten per head – maximizes heel and toe stability without increasing AP1’s preferred blade length, while producing higher ball speeds

across the face for more consistent distance on off-center hits.

“Golfers are getting a double helping of distance with new AP1 without sacrificing trajectory,” said Marni Ines, Director, Titleist Iron Development. “By carving more mass from the undercut and thinning the face, we get more launch and speed. On top of that, we’ve added a significant amount of tungsten, which lowers the CG and increases launch. We’ve taken that extra launch and used it to strengthen the lofts. Stronger loft means more speed. More speed means more distance. There are a lot of companies that chase distance mainly by strengthening lofts and lengthening shafts, but we think we’re doing it the right way, with superior technology.”

“Remember, when it comes to good iron play, distance is still just one part of the equation,” said Dan Stone, Vice President, Golf Club R&D. “Distance control and accuracy are just as important, and that’s where forgiveness comes into play. We are the only company in this category using high density tungsten. You can make a club more forgiving just by making the club head larger, but golfers don’t always want that. Through our technology we have the best combination of low CG and high MOI in the game improvement category. What that means to the golfer is hitting the ball far enough to reach the green and stopping it close to the pin more often, and maintaining distance consistency and trajectory even when you hit it off center.”

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New 716 AP2 is Titleist’s most advanced players’ iron, made even better, delivering tour-proven distance with forgiveness and solid forged feel. New AP2 irons use extreme high density tungsten weighting to position the center of gravity low and perfectly aligned at impact for more speed. An innovative co-forged construction places the high density tungsten low and to the perimeter, increasing MOI for greater forgiveness and consistent distance.

“AP2 is the gold standard in the tour-played iron category,” McGinley said. “It’s been one of the most-played cavity back models on the PGA Tour and has been trusted over the years by players such as Jordan Spieth, Zach Johnson, Bill Haas and Jason Dufner. AP2 is also one of the best selling tour played irons in the market. Our R&D team knows what tour players and dedicated golfers want when it comes to iron performance and have worked side by side with them over the last two years to make the new 716 AP2’s even better.”

NEW 716 AP2 TECHNOLOGY: New AP2 provides tour-proven distance with maximum forgiveness through the most advanced technology available in a tour played iron:

- **High Density Tungsten** weighting creates a **Low CG** that is perfectly aligned at impact to increase speed and distance. The tungsten weights are shaped to perimeter and precisely placed low and out using an **Advanced Co-Forging Process** pioneered for golf clubs by Titleist R&D. The result is solid feel and higher MOI.
- A forgiving **High-MOI Design** – with an average of 56.2 grams of tungsten per head, 25 percent more than AP2 714 – drives higher ball speeds across the face for more consistent distance on off-center hits at a tour-preferred blade length that allows workability and shot control. Compared to the previous generation, 716 AP2 has 8.5 percent higher MOI in the long irons and 5.5 percent for the full set.
- New AP2’s innovative construction combines a forged 1025 Carbon steel body with

extreme perimeter tungsten weighting in the long and mid irons for an unparalleled combination of low CG and high MOI with **Solid Forged Feel**.

“New AP2 is a direct result of advancements in our co-forging process,” Ines said. “When the development process began, I told my team to design the best club they could, put the tungsten where we wanted it and not worry about whether we could actually make it. We shaped the tungsten to the perimeter of the club and brought it right to the edge so, literally, it’s part of the profile. Incredibly, our manufacturing team figured out how to make it. You can always make a golf club more forgiving by making it bigger, but a tour player doesn’t want to play anything bigger than this. So we had to get more creative in order to boost our MOI. Really, the only way to get the weight farther out now would be to pull it outside of the head.”

“There isn’t a tour-played iron with better technology than AP2,” Stone said. “It’s been the forgiveness leader by a substantial margin for years now and we just keep expanding on that. Our 712 series AP2, which we introduced in the fall of 2011, would still be a leader in the category in terms of combination of low CG and high MOI. And our construction has improved two times since then. Our tour players like ball speed on off center hits just like everyone else does. Consistent distance comes from consistent speed. The forgiveness of 716 AP2 is now on par with 714 AP1 and brings distance control in a players’ club to an entirely new level.”

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IMPROVED FEEL: New 716 AP1 and AP2 models provide solid feel at impact with improved turf interaction.

Optimized CG heights, low with a slight progression through the set, are positioned closer to the point of impact for solid feel. Higher MOI, through the increased use of high density tungsten, adds stability and further enhances the solid feel.

AP1 has a new pre-worn leading edge and cambered sole that reduces digging and allows a smoother entry and release from the turf. This is essential for a game improvement head size.

AP2 features a fractionally wider sole (as compared to 714 AP2) with trailing edge relief that helps the club get through the turf fast with less dig.

PREFERRED LOFT PROGRESSION: New 716 **AP1** irons are available in 3 (19°) to P (43°) irons, plus W (47°) and W2 (52°) gap wedges, with an optimized loft progression that facilitates shot-stopping distance at both ends of the set and creates preferable yardage gaps. Strong lofts in the short irons provide distance with trajectory and spin control. Strong (but not too strong) lofts in the long irons provide distance with proper launch, longer carry and shot-stopping ability. Compared to other game improvement irons, new AP1’s provide tighter dispersion at the short end of the set where control is paramount, and less yardage gap compression at the long end of the set where launch and trajectory are critical.

New 716 **AP2** irons are available in 3 (21°) to P (46°) irons, plus a W (50°) gap wedge, with tour-validated, player preferred lofts similar to prior generations.

ON TOUR: The tour seeding and validation process for 716 AP1 and AP2 irons began in late

July at the PGA Tour's Quicken Loans National. **Bill Haas** put the new AP2 models immediately in play that week, finishing tied for fourth after rounds of 67-71-64-70.

More than 30 players – including **Jason Dufner**, **Brendon De Jonge** and **Thongchai Jaidee** – have since switched to the new models, a number that continues to climb every week across the worldwide professional tours.

WHAT PLAYERS ARE SAYING...

Jordan Spieth: “The first time I looked down at the new AP2's they looked even cleaner. I thought they looked almost like a blade. As an amateur, you can now get the look of a tour blade while still having the consistency and forgiveness of a forged cavity. For a true golf lover that can't be beaten – and I'm really looking forward to getting dialed into my new set after the Presidents Cup.”

“AP2 for me is about distance and forgiveness. Distance is always going to help. If you can hit a 7 iron a bit farther, a 7 iron is a little easier to hit than a 6 iron, a 6 iron is a little easier to hit than a 5 iron. So the less club you can hit into greens, the higher probability you're going to score better.”

“But we're also going to mishit shots. We're always faced with tough lies in fairways or the rough – the ball is above your feet, below your feet. And, even though we do it every day and it's our job, it's hard to strike the ball perfect every time. We're still going to find inconsistencies in our swing. Having the trust that the ball isn't going to end up too far off line and the distance dispersion is going to be pretty tight means we still might have a birdie putt and it may not affect our score on the hole. As you approach holes with more trouble around the greens on the approach shots, if you know that you can stand over it and possibly mishit it and it's still going to be OK, it frees you up a bit.”

Zach Johnson: “With the new AP irons, there's something for everybody. Bottom line is, you can get fitted and find something that, regardless of your handicap, is going to work. That's just the way the technology is in these golf clubs.”

“The improvements are just that much more every generation. With the new AP2s, what I've seen during testing is a clean top line – it almost looks blade-like but a little bit thicker, a little bit bigger and as a result a little more forgiving. But all that technology that you don't see is there. It's internal. It's on the back. It's the way it's weighted. It's where the weights are. But it's a beautiful golf club. It's a simple golf club.”

Jason Dufner: “We don't make a perfect swing every time. The penalties we pay out here are extremely high for mishits and missed shots, so knowing in the back of your mind that maybe if I miss this one a little bit – maybe I catch it a little high or the club face rotates a little bit more than I want it to – we get that forgiveness. That's part of the reason why I play the AP2's – my mishits across the board are better than any other club that I could pick from.”

“The club engineers at Titleist are always trying to find new ways to make things better, and because of that tungsten weighting you get more face stability and higher MOI. And that leads to higher performance on the golf course, whether you're a professional playing in majors or an amateur playing at a high level, or if you're just one of the guys that's playing with your buddies

on Saturday – you're going to see a higher performance because of the innovation behind what they're doing at Titleist.”

Bill Haas: “I think distance control for us on tour is the most important. Obviously I’d love a few extra yards here and there, but I don’t think that matters as much as knowing exactly how far I’m going to hit the shot.... We’d all love to hit it perfect every time, but we don’t. So, I feel like, when it comes to AP2, why not use something that can help you when you do mishit it? And that also certainly holds true for the amateur player that maybe mishits it a little more often.”

HIGH PERFORMANCE STOCK SHAFT MATRIX: New AP1 irons feature two high performance stock shaft options with flighted designs that align with AP1’s high-launch flight goals. The True Temper XP90 provides proven XP technology in a lighter weight design, four grams lighter than the previous generation XP95, with a bend profile to enhance launch. The Mitsubishi Kuro Kage TiNi 65 is a high launch design with titanium nickel wired added for improved response and feel.

Titleist is the exclusive launch partner of the new AP2’s stock shaft, the True Temper Dynamic Gold AMT. Featuring new, tour-proven innovative ascending mass technology, the True Temper Dynamic Golf AMT produces lighter long iron shafts for launch and speed and heavier short iron shafts for control.

SPECIFICATIONS:

716 AP1	3	4	5	6	7	8	9	P	W	W2
<i>Loft</i>	19°	22°	25°	28°	31°	35°	39°	43°	47°	52°
<i>Lie</i>	60°	61°	62°	62.5°	63°	63.5°	64°	64°	64°	64°
<i>Offset</i>	.236”	.209”	.177”	.157”	.137”	.118”	.110”	.098”	.091”	.091”
<i>Length</i>	39.00”	38.50”	38.00”	37.50”	37.00”	36.50”	36.00”	35.75”	35.50”	35.50”

Stock Shafts	<i>Weight (g)**</i>	<i>Torque</i>	<i>Flexes*</i>	<i>Trajectory</i>
True Temper XP90	95, 97	2.5°-2.0°	R300, S300	Mid/High
MRC KuroKage TiNi 65	62, 64, 66	3.7°-3.2°	A, R, S	High
MRC KuroKage TiNi 50	52	4.3°	L	High

716 AP2	3	4	5	6	7	8	9	P	W
<i>Loft</i>	21°	24°	27°	30°	34°	38°	42°	46°	50°
<i>Lie</i>	60°	61°	62°	62.5°	63°	63.5°	64°	64°	64°
<i>Offset</i>	.161”	.150”	.137”	.122”	.110”	.098”	.087”	.075”	.063”
<i>Length</i>	39.00”	38.50”	38.00”	37.50”	37.00”	36.50”	36.00”	35.75”	35.50”

Stock Shaft	<i>Weight (g)**</i>	<i>Torque</i>	<i>Flexes*</i>	<i>Trajectory</i>
True Temper Dynamic Gold AMT	112-130	2.1°-1.5°	R300, S300, X100	Low

*Some shafts are custom order. Additional custom shaft options available through the Titleist Custom Clubs Department. **Shaft weight before installation.

PRICE AND AVAILABILITY: New Titleist AP1 and AP2 irons will be available in golf shops worldwide beginning Oct. 23.

Titleist 716 AP1

Steel: **MAP** \$112.50 per club (\$899/set of 8) | **MSRP** \$125 per club

Graphite: **MAP** \$137.50 per club (\$1,099/set of 8) | **MSRP** \$150 per club.

Titleist 716 AP2

Steel: **MAP** \$150 per club (\$1,199/set of 8) | **MSRP** \$168 per club

Graphite: **MAP** \$175 per club (\$1,399/set of 8) | **MSRP** \$193 per club.

ON THE WEB: www.titleist.com

YOUTUBE: AP1: <https://youtu.be/DPuo20EL-BU> • **AP2:** <https://youtu.be/CmTmtnSLIp0>

DOWNLOAD IMAGES: www.titleist.com/media/AP1AP2

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