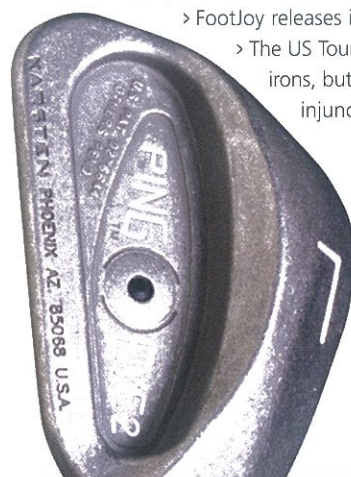




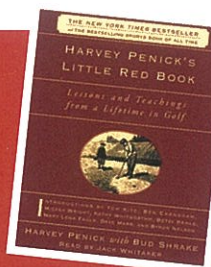
## 1989

- > FlightScope is founded by EDH. The SA company is the first to use 3D technology to track golf balls.
- > Callaway unveils the original Big Bertha driver.
- > FootJoy releases its famous DryJoys.
- > The US Tour announces its plans to ban square grooves in irons, but PING's Karsten Solheim wins a court injunction to stop the ruling.



## 1990

- > Golf balls are standardised to the USGA recommended size of 1.68 inches.
- > Harvey Penick's Little Red Book becomes the all-time best-selling golf book.



## 1991

- > Oversized metal woods are introduced. Callaway Golf's Big Bertha establishes itself as the dominant brand with the Big Bertha driver becoming the biggest-selling club of all time. Mark Brooks is the first US Tour player to win using the club.

## 1992

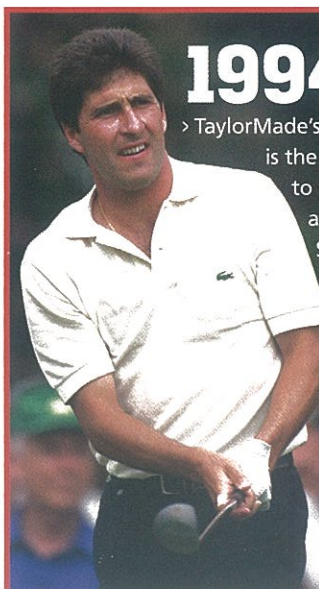
- > Nicklaus Golf Equipment is founded.

## 1993

- > Soft spikes are invented, signalling the end of the metal-spike era.

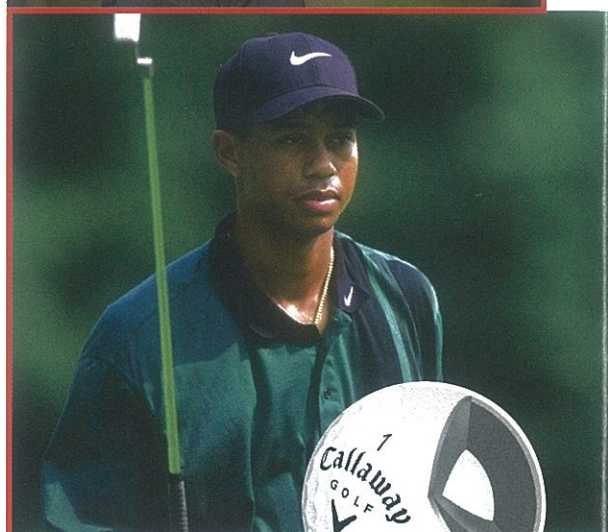
## 1994

- > TaylorMade's bubble-shaft wood is the first metal wood to win the Masters at Augusta, when Spaniard José María Olazábal collects the first of his two green jackets.
- > Scotty Cameron's company Cameron Golf International and Acushnet Company become partners.



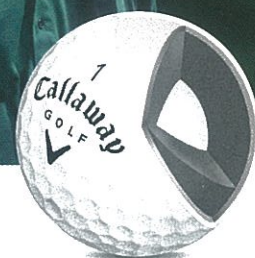
## 1997

- > J Lindeberg is founded in Sweden, sponsoring Jesper Parnevik and, later, Camilo Villegas.
- > Callaway acquires Odyssey Golf.
- > Mizuno is ranked as the No 1 iron on the US Tour for the fifth consecutive year.
- > Srixon Golf is established.



## 1996

- > Strata by Spalding is introduced onto the market as the first non-wound golf ball. MC Tour by Precept is the first three-piece non-wound ball with a urethane cover.
- > Callaway starts to produce its own golf balls.
- > Tiger Woods turns professional and signs with Nike Golf in an endorsement deal worth \$45 million.

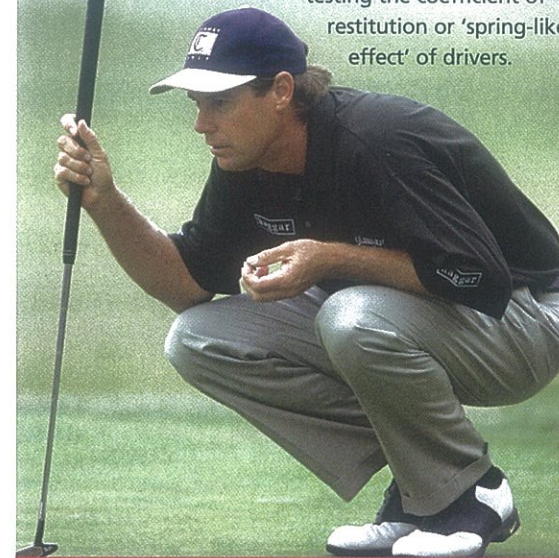


## 1995

- > The Golf Channel makes its debut on TV.
- > Adams débuts its Tight Lies fairway woods, triggering massive sales and a major breakthrough for the company.
- > Jesse Ortiz, now the chief designer for Bobby Jones Golf, creates the Orlimar TriMetal fairway wood by maraging steel so that the clubface is significantly thinner than before – freeing up discretionary weight for the back of the club.

## 1999

- > Paul Azinger begins using a trimmed belly putter. This leads to its increased popularity on tour, especially among players who suffer from the yips.
- > The USGA implements measures for testing the coefficient of restitution or 'spring-like effect' of drivers.



## 2000

- > Titleist introduces the revolutionary solid-construction Pro V1 392 ball, marking the demise of the wound ball. Today, the Pro V1 is still the most-used ball on tour.



## 2001

- > Odyssey introduces its 2-Ball putter.
- > The first public demonstration of FlightScope takes place.



## 2005

- > Movable weights are introduced onto driver-heads, allowing players to set up the clubs themselves to encourage – or limit – certain shot shapes.
- > Callaway introduces its first forged iron, the X-Tour.

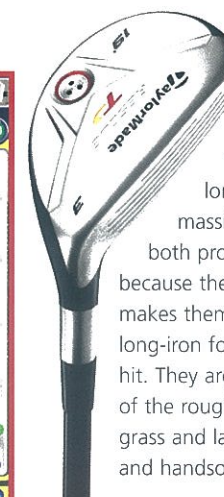


## 2004

- > The size of driver-heads is limited to 460cc.
- > Callaway purchases Ben Hogan.
- > Wilson Golf marks its 90 years in the golf equipment market with the re-launch of its famous Wilson Staff brand.
- > Tiger Woods switches from Titleist to Nike equipment for the WGC-American Express Championships in Ireland. He finishes ninth.

## 2003

- > The first hybrids – or rescue clubs – start to appear on the market. Before long these clubs become massively popular among both pros and amateur golfers because the weight distribution makes them so much easier than a long-iron for the average player to hit. They are especially good out of the rough, cutting through the grass and launching the ball high and handsome.



## 2002

- > Hexagonal dimpled golf balls are introduced to the market. According to the designers, the newly shaped dimples allow the ball to travel through the air more aerodynamically.
- > The Odyssey 2-Ball becomes the best-selling putter on the market.

## 2006

- > The USGA implements a rule change limiting the MOI of a golf clubhead to 5 900g/cm².

## 2007

- > Nike launches the square-headed SQ Sumo2 driver while Callaway launches the equally bizarrely shaped FT-iQ.
- > TaylorMade re-releases the Burner driver to massive success worldwide.
- > Sri Sports, the owner of Srixon Golf, purchases Cleveland Golf from Quiksilver Inc. for \$133 million.



## 2008

- > Callaway introduces the I-Mix interchangeable shaft options.

## 2009

- > TaylorMade's R9 driver comes with a do-it-yourself adjustment kit so that you can change the driver's set-up with a simple turn of a screw. Tests show up to 70 metres of left-to-right trajectory change with the different set-ups!
- > Sergio Garcia puts TaylorMade's new five-piece Penta golf ball into play on the US Tour.

