

555 GOLF EDITORIALS

'PERFORMANCE EXCELLENCE'

BALL LOCATION TEST

You have heard our instructions to 'Set Up With Your Ball Location Slightly On The Toe'.

Well, prove this efficiency to yourself!

Tee up a golf ball so that it will be about 50% above the center point of the 'Driver Head Top Plate' when soled. That is accepted as a normal 'Ball Location'.

Use normally and properly adjusted 'Set-Up Parameters' ... nicely extended 'Lever Assemblies'. ('Hands, Wrists, Arms and Golf Club' make up the 'Primary Target Lever')

Take your '460 Cube Driver' properly in hand and hover it above the grass so that the 'Ballistic Point Of The Ball' ('BIC' – 'Bottom Inside Cheek') matches up with the 'Sweet Spot' or 'MOI' of the clubhead.

Now lower the 'Clubhead' so that it is soled on the grass.

Notice the relationship of the 'Ballistic Point' ('BIC') to the 'Sweet Spot'. The ball has moved slightly towards the 'Heel'.

Additionally, when put under 'Centripetal Load', as occurs during the swinging motion, your 'Lever Assemblies' will naturally elongate at least half to three quarters of an inch. This moves the 'Ball Location' slightly more towards the 'Heel'.

Now put those two events together ... raise & lower plus extension.

Is proper 'Ball Location' worth a moment's consideration?

You bet it is!

"Welcome Aboard!"
"Enjoy The Ride!"

SATISFACTION GUARANTEED

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