



2026

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Property of: Bridgestone Golf, Covington, Georgia, USA

MEDIA EMBARGO

JANUARY 20, 2026

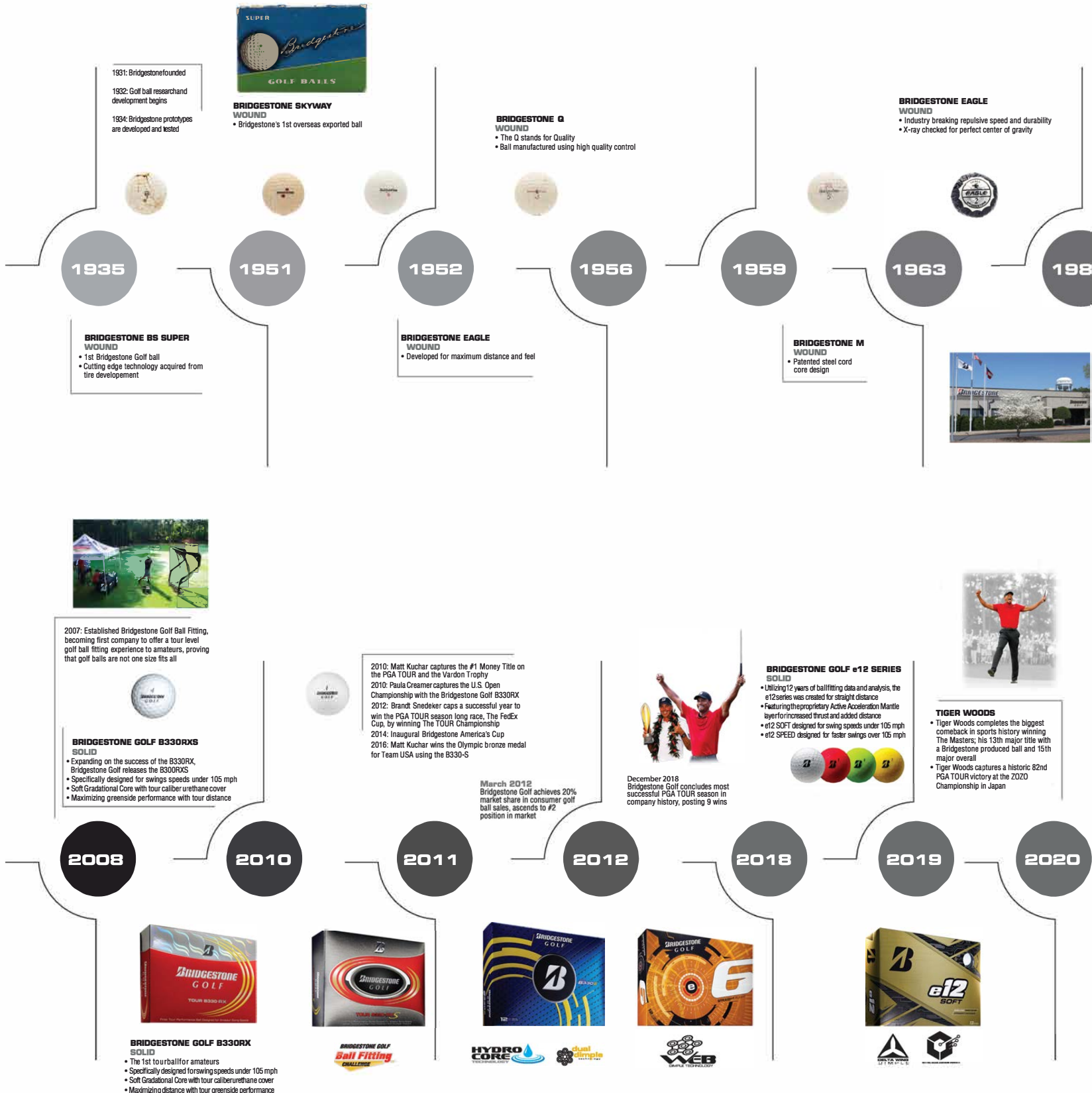
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BRIDGESTONE **GOLF**

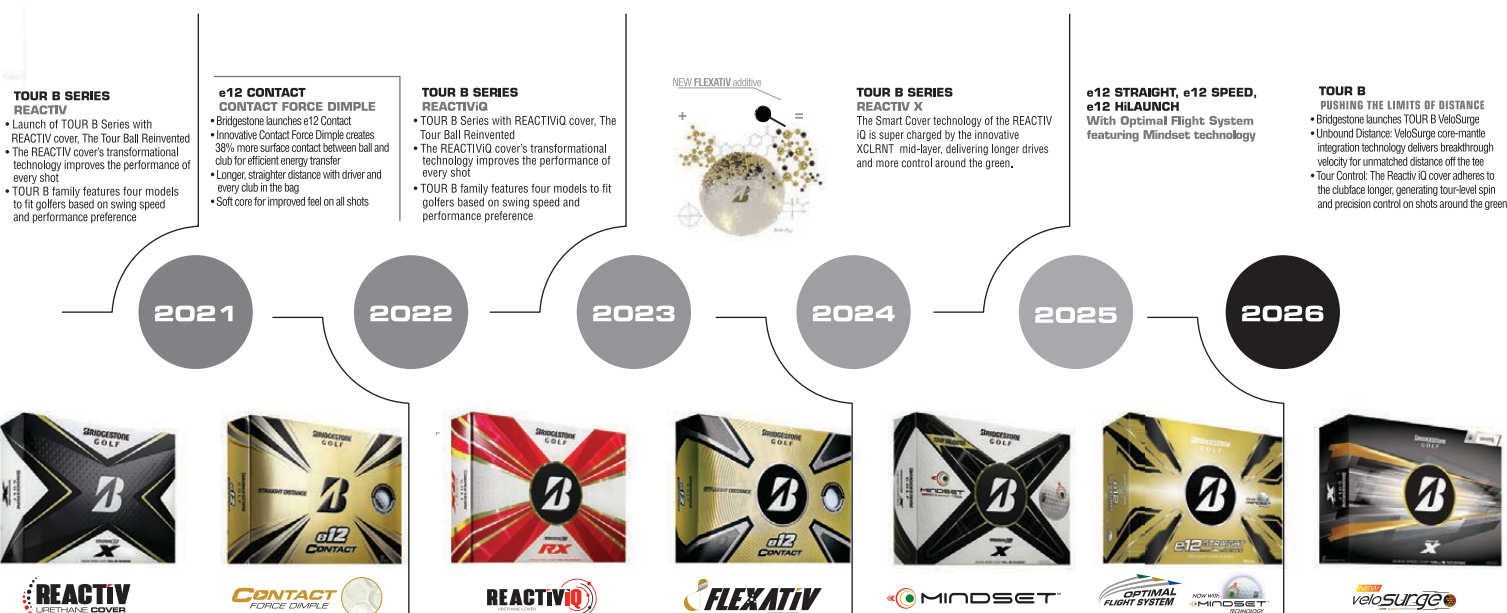
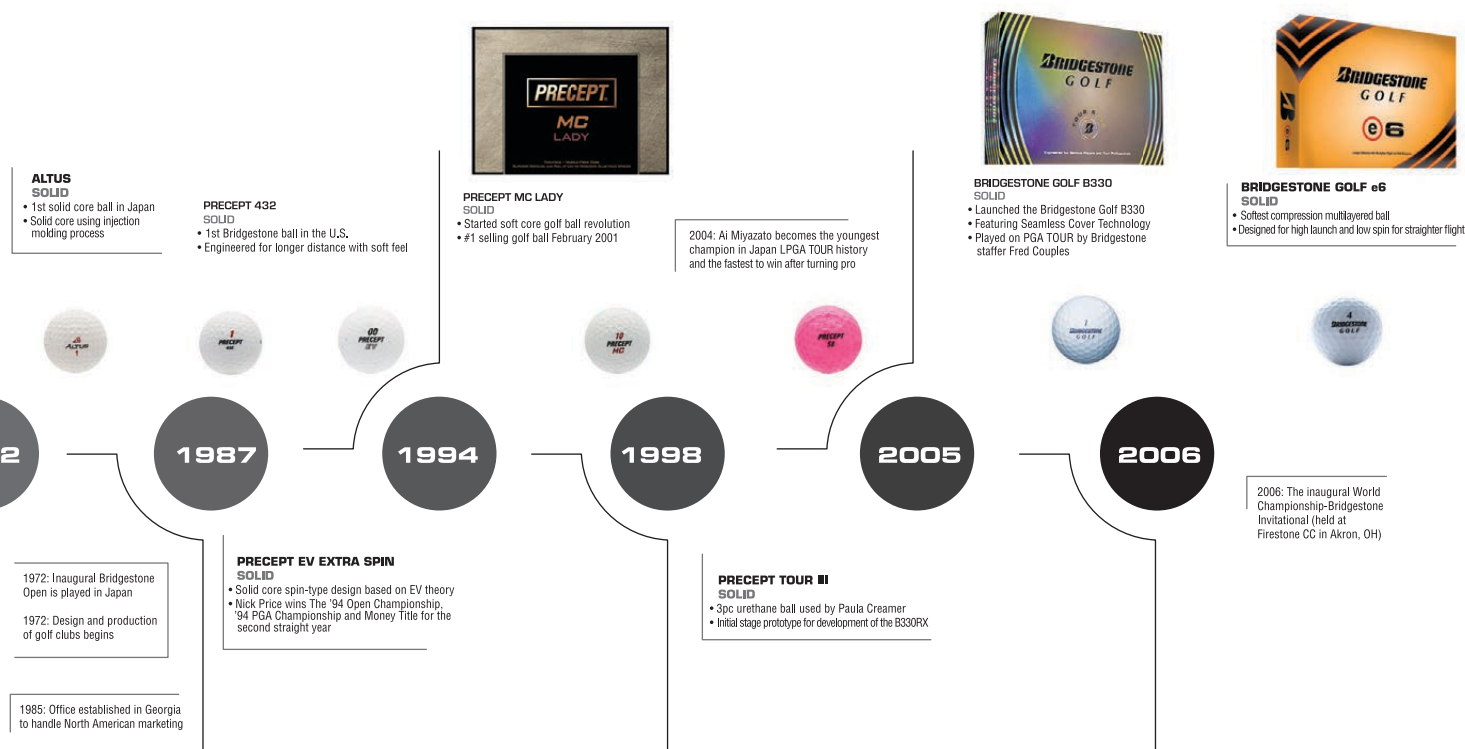
- 5 :: MindSet**
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A RELENTLESS PASSION FOR INNOVATION

We are engineers, designers, production workers, quality control specialists, salespeople, marketers, and customer service game. For 90 years, we've been behind some of the most groundbreaking advancements in golf, from the first solid-core ball "Tiger Slam" in 2000–2001. We pioneered golf ball fitting, helping players of all levels find the ball that best fits their game. longer drives off the tee and greater control around the green. Now, with the launch of the 2026 TOUR B line, we are pushing iQ cover to deliver a line of golf balls that is truly innovation without compromise.



professionals. But above all, we are golfers. We are Bridgestone Golf, and our passion is delivering innovation for your all played on the PGA TOUR by Nick Price, to the first urethane-covered ball used by Tiger Woods to win the legendary Today, we continue to lead Contact Science, engineering golf balls that maximize energy at the moment of impact for g the limits of distance. Our latest innovation combines VeloSurge core-mantle integration technology with our Reactiv



TIGER
WOODS 

FRED
COUPLES


SAKI
BABA 

BOO
WEEKLEY


CHRIS
GOTTERUP


YURI
YOSHIDA


MATT
KUCCHAR

JASON
DAY X

KURT
KITAYAMA X

AYAKA
FURUE XS

TAKUMI
KANAYA X

MAO
SAIGO XS



Free your mind to improve and putting stroke. MindSet mental approach that enable analytical thoughts from athl

NUMBERS DON'T LIE

80%

OF GOLFERS

WHO USE MINDSET IMPROVE THEIR SCORE BY AN AVERAGE OF NEARLY

3 SHOTS PER ROUND



TTM
MTM

your golf swing
a breakthrough
you to separate
ic performance.

“I’ve used the principles of MindSet for over 10 years and it helped me become the #1 player in the world, and now Bridgestone has applied this process to a golf ball - that’s a game changer.”

JASON DAY



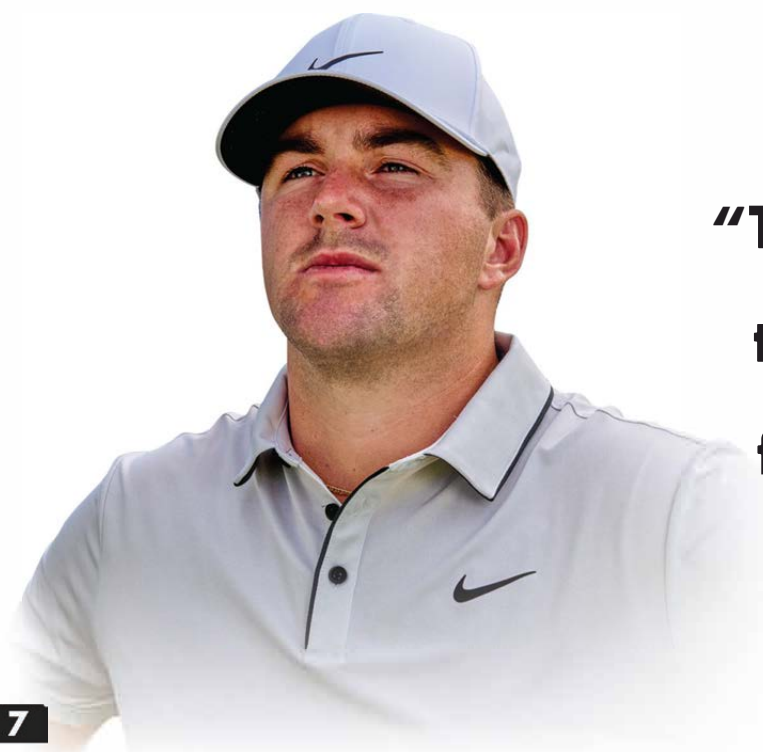


"The new TOUR B is definitely a couple miles per hour faster, but still has amazing feel around the green."

- Tiger Woods

"Incredible to see such an increase in ball speed and distance without any compromise around the green."

- Jason Day



"This new Bridgestone is seriously pushing the limits of distance. It's fast off the face, flies forever, and lets me be as aggressive as I want."

- Chris Gotterup

INTRODUCING THE NEW TOUR B

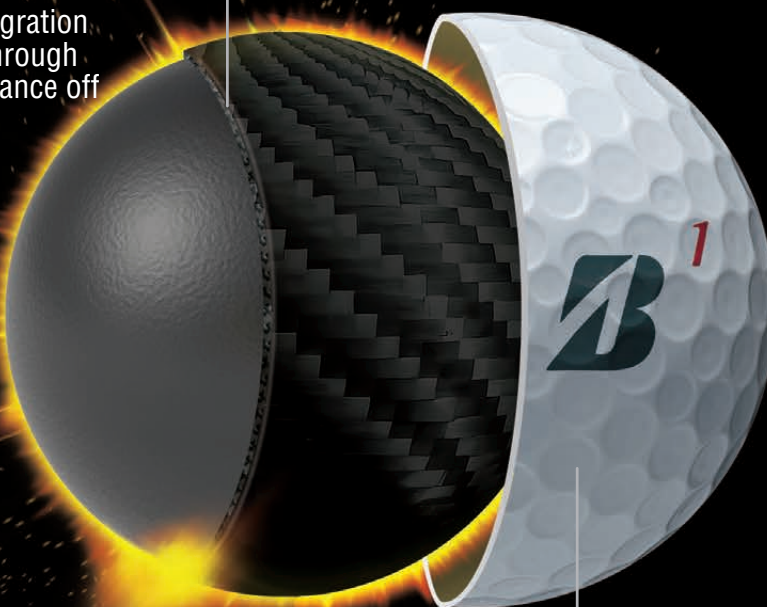
PUSHING THE LIMITS OF DISTANCE™

Innovation without compromise. High-velocity ball speed for maximized distance paired with tour proven greenside control.



UNBOUND DISTANCE

VeloSurge core-mantle integration technology delivers breakthrough velocity for unmatched distance off the tee.



TOUR CONTROL

The Reactive iQ cover adheres to the clubface longer, generating tour-level spin and precision control on shots around the green.

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NEW FOR 2026

TOUR B

PUSHING THE LIMITS OF DISTANCE™

veloSurge
CORE-MANTLE INTEGRATION

UNBOUND DISTANCE

VeloSurge core-mantle integration technology delivers breakthrough velocity for unmatched distance off the tee.

REACTIV iQ
URETHANE COVER

TOUR CONTROL

The Reactiv iQ cover adheres to the clubface longer, generating tour-level spin and precision control on shots around the green.

RX

- VeloSurge core-mantle integration for unmatched distance
- Low compression for swing speeds UNDER 105 mph
- Designed for players who want additional distance
- Top-selling model
- Played on TOUR by Fred Couples

RXS

- VeloSurge core-mantle integration for unmatched distance
- Low compression for swing speeds UNDER 105 mph
- Designed for players who want additional spin

X

- VeloSurge core-mantle integration for unmatched distance
- Higher compression for swing speeds OVER 105 mph
- Designed for players who want additional distance
- Played on TOUR by Tiger Woods, Jason Day, Kurt Kitayama, Chris Gotterup and Matt Kuchar

XS

- VeloSurge core-mantle integration for unmatched distance
- Higher compression for swing speeds OVER 105 mph
- Designed for players who want additional spin





SKU: D6WX6D



SKU: D6WX6DMS



SKU: D6YX6D



SKU: C6WX6D



SKU: C6WX6DMS



SKU: B6WX6D



SKU: B6WX6DMS



SKU: B6YX6D



SKU: B6WX6DTW



SKU: S6WX6D



SKU: S6WX6DMS



CONSUMER TESTING

New TOUR B Proven 2.6 MPH Faster Ball Speed and 8.7 Yards Longer in Consumer Testing.



OVERALL

BALL SPEED

+2.6

LAUNCH ANGLE

+0.8

SPIN

-38.0

DISTANCE

+8.7





"The main thing with this ball is distance. I saw at least 2 miles per hour in ball speed, gained 8-9 yards in distance, and got more feel around the greens." - Pete S.

"It's the longest ball I've played all year, and I haven't shot over 80 since I started playing it. When this ball comes out, I will be getting some immediately." - Chris K.



"I got the best of both worlds with this ball, more spin around the green and added yards on every club. My handicap is lower than it's been in 15 years, and the only thing I changed was the ball." - Kyle B.

"Man, I feel like it was 10-15 yards longer. The distance was insane, and I didn't lose anything around the greens. This is truly the most complete ball I've played." - Rob A.



"I was able to grab to a couple extra miles per hour in ball speed, this ball is pushing the limits of distance." - T.J. G.



e12 SPLASH

CONSISTENT DISTANCE IN ALL CONDITIONS

e12 STRAIGHT SPLASH

- Optimal Flight System
- **RPL-X TECHNOLOGY** - a hydrophobic coating to protect ball from water and debris
- Reduced hooks and slices for improved distance
- Contact Force Dimple for lower side spin and added forgiveness
- MindSet Technology

NEW - Available Spring 2026



CONSISTENT DISTANCE IN ALL CONDITIONS



GOLF BALL WITH DEBRIS

CLEAN GOLF BALL

Research confirms that water, mud, and debris negatively impact the performance of a golf ball. The RPL-X Technology on the new e12 SPLASH golf ball protects from these hazards to ensure more consistent performance.

REDUCED HOOK & SLICE



MAXIMUM DISTANCE THROUGH OPTIMIZED TRAJECTORY

We have learned through millions of ball fittings that more than 85% of golfers would benefit by playing a ball optimized for their launch conditions.

RPL-X TECHNOLOGY OUTSIDE

Consistent shots in all conditions thanks to the new RPL-X Technology - a hydrophobic coating which protects the ball from water and debris build up.



BALL SPEED INSIDE

The gradational compression core delivers increased distance from high initial ball speed and added forgiveness.

MINDSET™
TECHNOLOGY

Free your mind with MindSet - a breakthrough approach that enables you to separate analytical thoughts from athletic performance.





FIT YOUR FLIGHT MAXIMIZE YOUR DISTANCE



We have learned through millions of ball fittings that more than 85% of golfers would benefit by playing a ball optimized for their launch conditions. The three e12 models are each engineered to maximize distance: e12 HiLaunch increases carry, e12 Straight reduces hooks and slices, and e12 Speed delivers longer, piercing flight.

E12 HiLAUNCH

- Optimal Flight System
- Increased carry for longer distance
- Low compression soft core for higher initial launch
- MindSet Technology



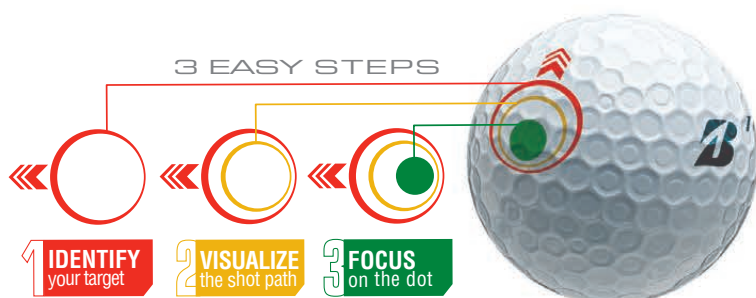
MINDSET™
FOCUS TO PERFORM™

Free your mind to improve your golf swing and putting stroke. MindSet is a breakthrough mental approach that enables you to separate analytical thoughts from athletic performance.

E12 STRAIGHT

- Optimal Flight System
- Reduced hooks and slices for improved distance
- Contact Force Dimple for lower side spin and added forgiveness
- MindSet Technology

3 EASY STEPS



E12 SPEED

- Optimal Flight System
- Longer piercing flight for increased distance
- Fast gradational core for a more penetrating trajectory
- MindSet Technology



SKU: 5HWX6D



SKU: 5CWX6D



SKU: 5CYX6D



SKU: 5CGX6D

NEW - Available Spring 2026



SKU: 5CSX6D

e12 STRAIGHT SPLASH

- Optimal Flight System
- **RPL-X TECHNOLOGY** - a hydrophobic coating to protect ball from water and debris
- Reduced hooks and slices for improved distance
- Contact Force Dimple for lower side spin and added forgiveness
- MindSet Technology



SKU: 5DWX6D

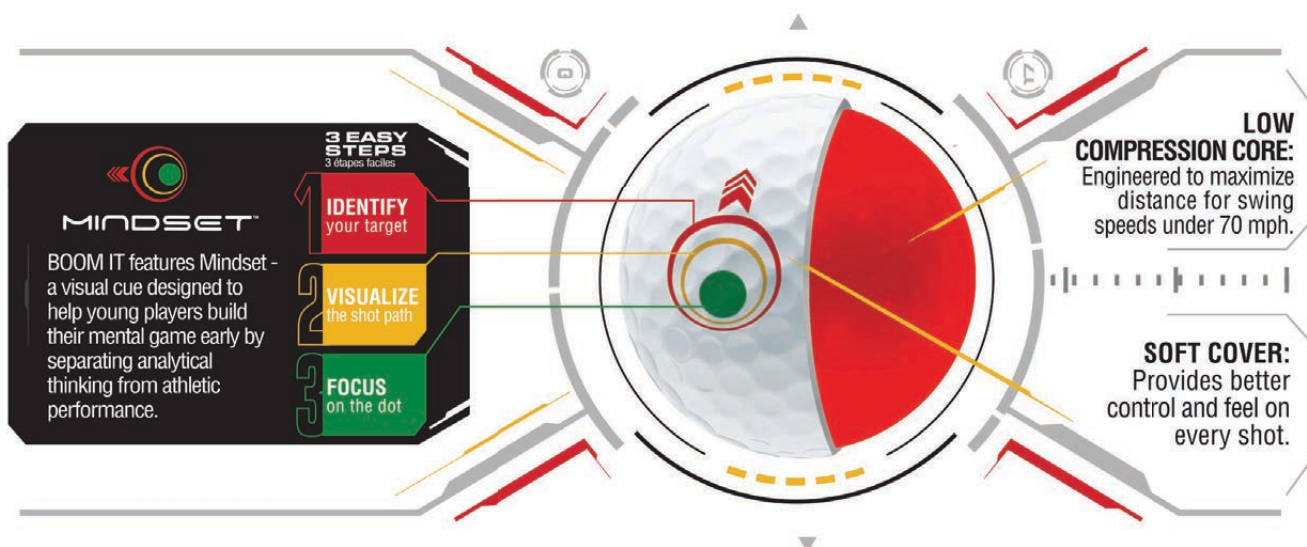
BOOM IT JUNIOR

BLAST POWER. SOFT FEEL.

BOOM IT

- Co-engineered with US KIDS Golf for junior golfers
- BOOM IT delivers explosive distance and the soft feel juniors need to build confidence
- BOOM IT features MindSet – a visual cue to help young players lock in before every shot
- Portion of proceeds support U.S. Kids Golf Foundation

NEW FOR 2026



**e6
SOFT**

**SOFT FEEL
LONG DISTANCE**

e6

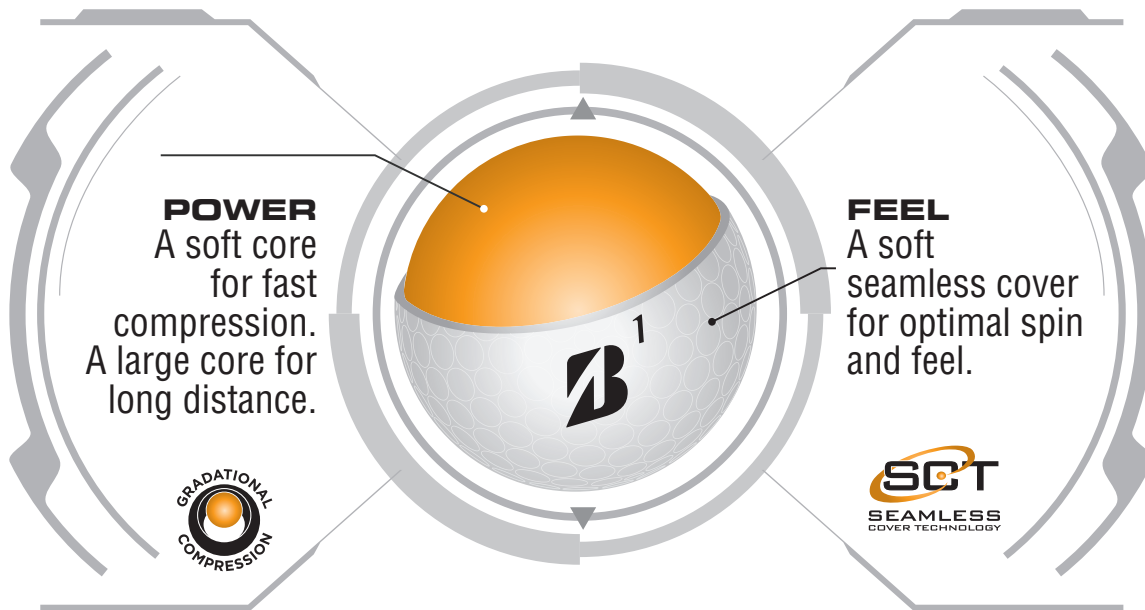
- The soft feel, long distance golf ball
- Softer and larger core for faster compression and longer distance
- Soft seamless cover for better spin and feel



SKU: 5AWX6D



SKU: 5AYX6D



**LADY
PRECEPT**

**SOFTER.
HIGHER. LONGER.**

LADY PRECEPT

- Lady Precept is Softer. Higher. Longer.
- Softer core for players who want soft feel, more control and less vibration at impact
- Higher flight - the unique Seamless 330 dimple design generates increased lift off the clubface
- Gradational compression creates more force and longer drives



SKU: 1LWX6D



SKU: 1LPX6D

SOFTER CORE

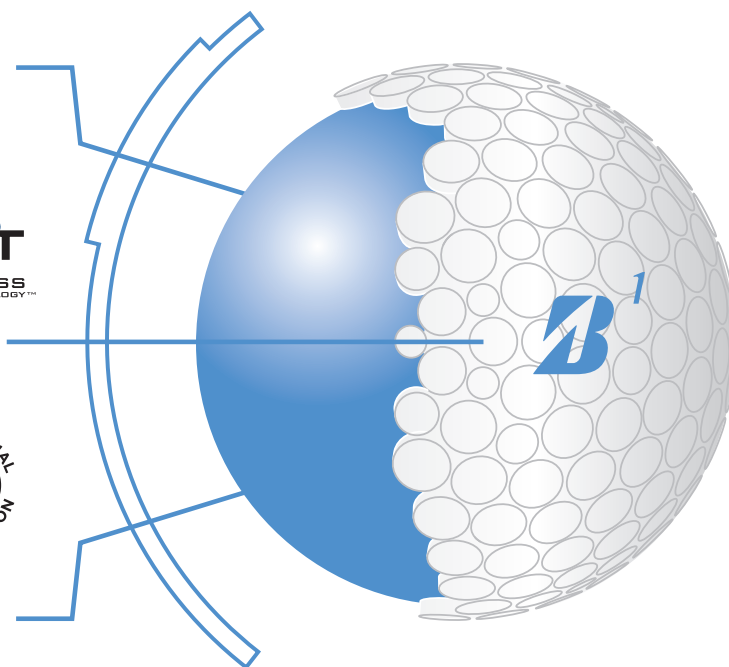
For players who want soft feel, more control and less vibration at impact

HIGHER FLIGHT

The unique Seamless 330 dimple design generates increased lift off your club face

LONGER DISTANCE

Gradational compression equals more repulsion and longer drives



LADDIE EXTREME

LADDIE EXTREME

- Enhanced Velocity Muscle Fiber core for maximum distance
- Aerodynamic 372 dimple design helps keep true flight in the wind
- Touch N' Control Ionomer cover for great control in the short game



SKU: PLXD4G

EXTREME DISTANCE EXCEPTIONAL FEEL

ENHANCED VELOCITY
MUSCLE FIBER CORE

TOUCH N' CONTROL
IONOMER COVER

DISTANCE OPTIMIZED
372 DIMPLE DESIGN



EXPERIENCE GAME-CHANGING DISTANCE WITH PRECEPT. THE EXTRA DISTANCE COMES FROM ADDED BALL SPEED THANKS TO AN ENHANCED VELOCITY CORE.

POWER DRIVE

POWER DRIVE

- High Velocity Muscle Fiber core for game changing distance
- Touch N' Control Ionomer cover
- Aerodynamic 372 dimple design



SKU: PWD15

POWER DRIVE

DRIVE THE DISTANCE, FEEL THE POWER

HIGH VELOCITY
MUSCLE FIBER CORE

TOUCH N' CONTROL
IONOMER COVER

AERODYNAMIC
372 DIMPLE DESIGN





LOGO

- 7/8" colour logo on one pole of the golf ball
- Print up to 4 PMS colours
- Minimum 12 dozen for 1-2 colours
- Minimum 24 dozen for 3-4 colours



DOUBLE LOGO

- 7/8" colour logos on two poles of the golf ball
- Print up to 4 PMS colours on both poles
- Minimum 12 dozen for 1-2 colours
- Minimum 24 dozen for 3-4 colours



PERSONALIZATION

- Block lettering in ALL CAPS on one pole of the golf ball
- Maximum 17 characters per line – up to 3 lines
- Any colour on white ball as per customer's request
- Minimum 4 dozen



DOUBLE PERSONALIZATION

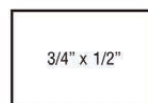
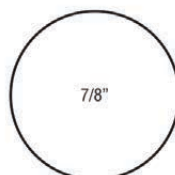
- Block lettering in ALL CAPS on both poles of the golf ball
- Maximum 17 characters per line – up to 3 lines
- Any colour on white ball as per customer's request; same colour on both poles
- Minimum 4 dozen



LOGO & PERSONALIZATION

- Colour logo on one pole of the golf ball
- Personalization on the opposite pole of the golf ball
- Minimum 12 dozen for 1-2 colours
- Minimum 24 dozen for 3-4 colours

The entire image, including registration or trademark symbols, must fit within one of the following areas:



BRIDGESTONE ***G O L F***

NOTES:





BRIDGESTONE
GOLF

SPORT  FITNESS
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