

BRIDGESTONE **GOLF**



2027

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MEDIA EMBARGO

JANUARY 19, 2027

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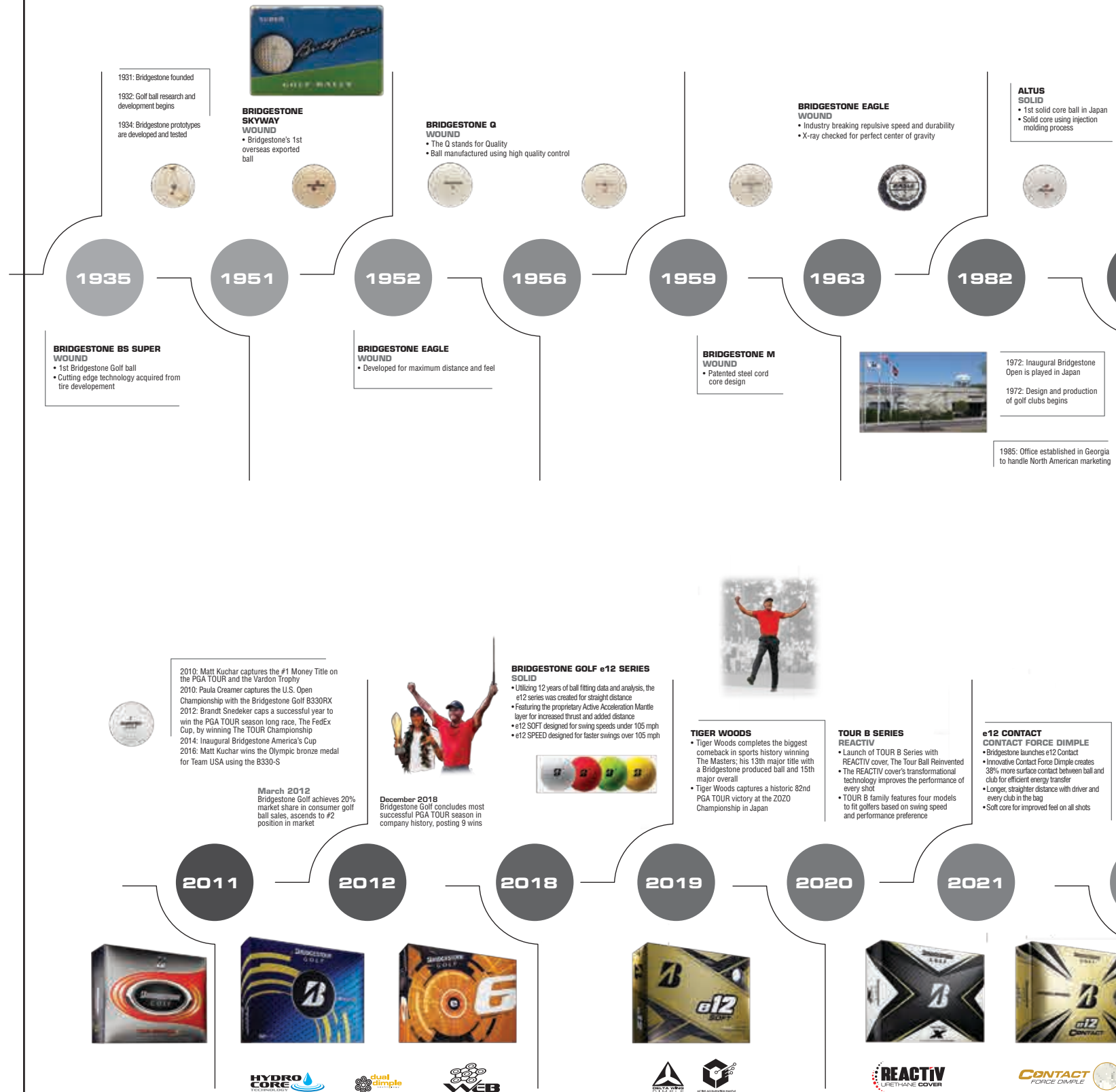


BRIDGESTONE *G O L F*

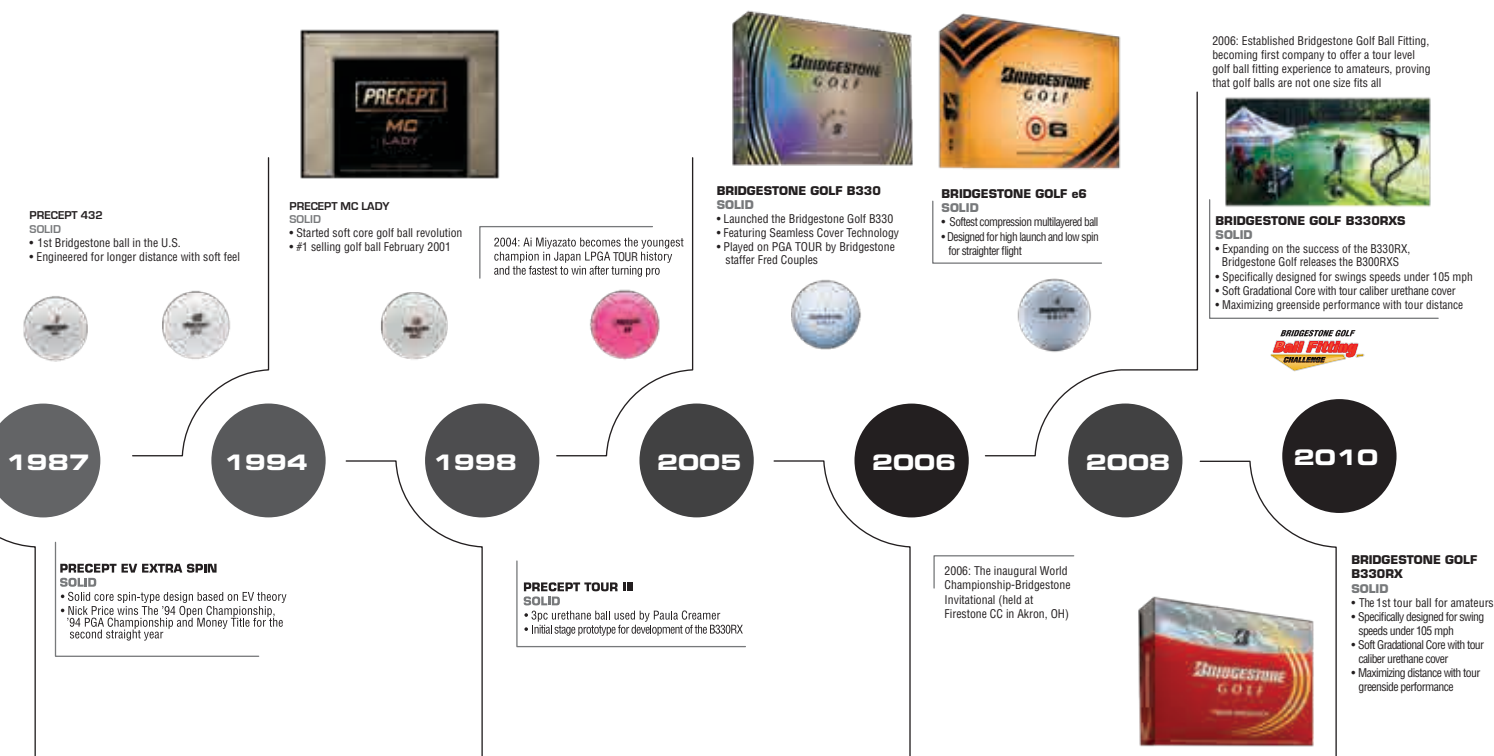
7 :: MindSet
11 :: Tour B
13 :: e12
15 :: e6
17 :: Boom It Jr Ball
18 :: Sora
20 :: Custom Logo Balls
22 :: Gloves

A RELENTLESS PASSION FOR INNOVATION

We are engineers, designers, production workers, quality control specialists, salespeople, marketers, and customer service professionals. We've been behind some of the most groundbreaking advancements in golf, from the first solid-core ball played on the PGA TOUR by Tiger Woods to the latest innovation is led by the all-new e12 lineup, built around the Optimal Flight System to help golfers optimize launch conditions for purpose-engineered to deliver performance that fits the way golfers play.



onals. But above all, we are golfers. We are Bridgestone Golf, and our passion is delivering innovation for your game. For 90 years, Nick Price, to the first urethane-covered ball used by Tiger Woods to win the legendary “Tiger Slam” in 2000–2001. We pioneered golf balls that maximize energy at the moment of impact for longer drives off the tee and greater control around the green. Our greater distance, consistency and confidence. Complementing the e12 family are the redesigned e6 SOFT and all-new Sora, each



FRED COUPLES
RX

JASON DAY


TIGER WOODS


BOO WEEKLEY


TAKUMI KANAYA


YURI YOSHIDA


SAKI BABA


CHRIS GOTTERUP



KURT KITAYAMA



HARRY HALL



MATT KUCHAR



AYAKA
FURUE
XS

BRANDT SNEDEKER





Free your mind to improve your golf swing and putting stroke. MindSet is a mental approach that enables you to focus on analytical thoughts from athletes.

NUMBERS
NUMBERS
DON'T LIE
80%
OF GOLFERS
 WHO USE MINDSET IMPROVE THEIR
 SCORE BY AN AVERAGE OF NEARLY
3 SHOTS
PER ROUND





...your golf swing
...is a breakthrough
...s you to separate
...etic 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

“I don't have to think about the golf ball. I know it's going to give me the distance I want and the control I need. That's a big reason I've been able to play with confidence and win.”

- Chris Gotterup



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

- Jason Day



ONE BALL.

MORE TROPHIES.



2026 SONY OPEN



2026 WM PHOENIX OPEN



2026 JOHN DEERE CLASSIC

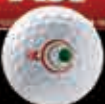


RX

- VeloSurge Technology maximizes energy transfer for increased ball speed
- Low compression for swing speeds UNDER 105 mph
- Engineered for maximum TOUR DISTANCE with exceptional greenside spin



SKU: D6WX6D



SKU: D6WX6DMS



SKU: D6YX6D



RXS

- VeloSurge Technology maximizes energy transfer for increased ball speed
- Low compression for swing speeds UNDER 105 mph
- Engineered for maximum TOUR SPIN with exceptional distance



SKU: C6WX6D



SKU: C6WX6DMS

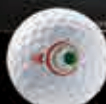


X

- VeloSurge Technology maximizes energy transfer for increased ball speed
- Solid compression for swing speeds OVER 105 mph
- Engineered for maximum TOUR DISTANCE with exceptional greenside spin



SKU: B6WX6D



SKU: B6WX6DMS



SKU: B6YX6D



SKU: B6WX6DTW

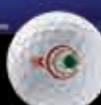


XS

- VeloSurge Technology maximizes energy transfer for increased ball speed
- Solid compression for swing speeds OVER 105 mph
- Engineered for maximum TOUR SPIN with exceptional distance



SKU: S6WX6D



SKU: S6WX6DMS

TOUR B

PUSHING THE LIMITS OF DISTANCE.

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

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.

X	Higher compression for fast swing speeds	XS
DISTANCE	OVER 105 mph	SPIN
RX	Lower compression for swing speeds	RXS
	UNDER 105 mph	



e12



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.

NEW FOR 2027



HiLAUNCH

- Higher launch for maximum carry and longer distance
- HiLaunch Dimple Pattern increases peak trajectory
- Aerodynamic package for higher flight
- Features MindSet Technology



NEW FOR 2027

SKU: 7HWX6D



STRAIGHT

- Straighter flight and max forgiveness by reducing hooks & slices
- Contact Force Dimple Pattern improves energy transfer
- Aerodynamic package for consistent accuracy
- Features MindSet Technology



SKU: 7CNX6D SKU: 7CWX6D SKU: 7CAX6D SKU: 7CYX6D

NEW FOR 2027



SPEED

- Penetrating flight for maximum distance
- Delta Wing Dimple Pattern reduces drag for faster ball speed
- Aerodynamic package for piercing accuracy
- Features MindSet Technology



SKU: 7DWX6D

FIT YOUR FLIGHT, MAXIMIZE YOUR DISTANCE

HiLAUNCH



HiLaunch Dimple™

STRAIGHT



Contact Force Dimple™

SPEED

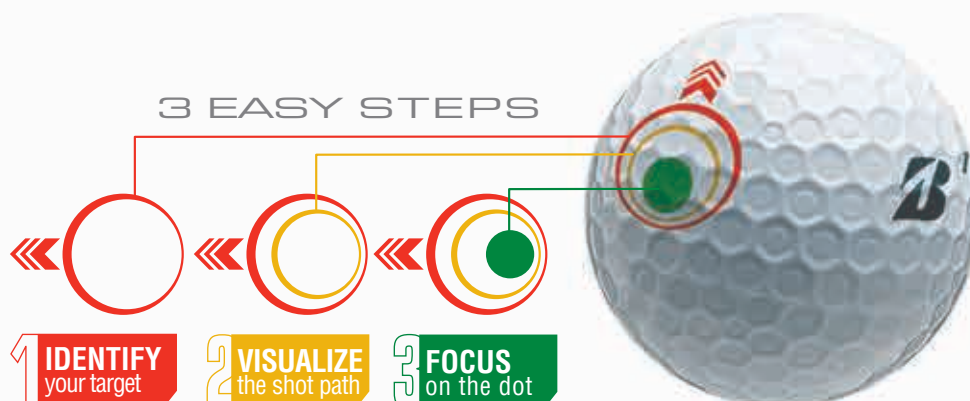


Delta Wing Dimple™

	TRAJECTORY	FEEL	FORGIVENESS
<i>HiLAUNCH</i>	HIGH 	SOFT	HIGH
<i>STRAIGHT</i>	STRAIGHT 	SOFT	MAX
<i>SPEED</i>	LOW-MID 	SOLID	HIGH

« MINDSET™

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



SOFT FEEL MORE DISTANCE

NEW FOR 2027



SKU: 7AWX6D

SKU: 7AYX6D

e6 SOFT

- New reformulated HyperSoft Core for faster ball speed
- Exceptional soft feel golfers trust
- Long, straight flight with consistent stability
- Responsive and soft greenside feel



HYPERSOFT

HYPERSOFT CORE

Reformulated high-speed core engineered to generate faster ball speeds for increased distance, optimized launch conditions, and reduced sidespin for straighter, more stable performance throughout the bag.



SCT
SEAMLESS
COVER TECHNOLOGY™

SEAMLESS COVER

Engineered seamless cover construction delivers aerodynamic performance and optimized flight stability while maintaining the soft feel, dependable control and greenside responsiveness players expect throughout the round.

SOFT FEEL | MORE DISTANCE PRECISE AIM

NEW FOR 2027



SKU: 7ATX6D

SKU: 7ARX6D

SKU: 7AGX6D

SKU: 7ABX6D

**E6 SOFT
TREADLINE**

- New reformulated HyperSoft Core for faster ball speed
- Innovative 360° Align Tech for improved aim and alignment
- Inspired by the Bridgestone Dueler A/T Ascent tire
- Exceptional soft feel with longer distance



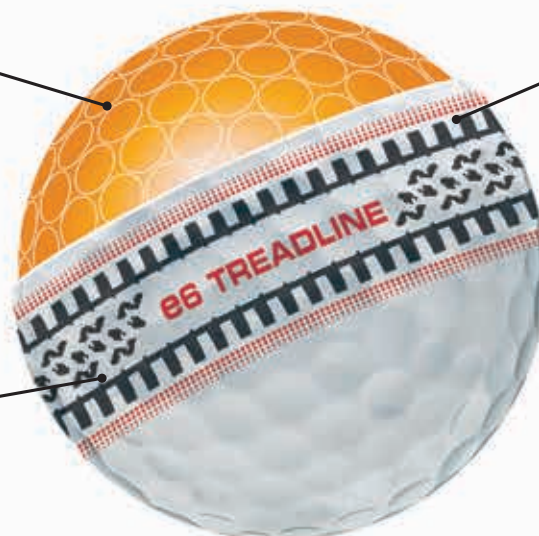
HYPERSOFT CORE

Reformulated high-speed core engineered to generate faster ball speeds for increased distance, optimized launch conditions, and reduced sidespin for straighter, more stable performance throughout the bag.



SEAMLESS COVER

Engineered seamless cover construction delivers aerodynamic performance and optimized flight stability while maintaining the soft feel, dependable control and greenside responsiveness players expect throughout the round.



PRECISE AIM

The Treadline 360° Align Tech helps golfers visualize and start on the right path.

DUELER A/T ASCENT

Elevate every drive with the Bridgestone Dueler A/T Ascent tire tread.



LEARN MORE

DESIGNED FOR JUNIORS ENGINEERED TO BOOM IT

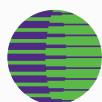
NEW FOR 2027



SKU: 7KW6D

BOOM IT
JUNIOR

- Engineered specifically for junior swing speeds under 70 mph
- Explosive HyperBoom Core for easy launch and longer carry
- High launch aerodynamic package that builds confidence
- Now with new vivid ColorBlast 360° Align Tech



HYPERBOOM HYPERBOOM CORE

Engineered to compress easily at junior swing speeds, the HyperBoom Core generates faster ball speeds, higher launch, and longer carry for maximum distance and confidence off the tee.



SCT
SEAMLESS
COVER TECHNOLOGY™

SEAMLESS COVER

Aerodynamic seamless cover construction promotes stable, high-launch flight while delivering soft feel and responsive control on approach shots and around the green.

DESIGNED FOR WOMEN POWERED TO PERFORM

NEW FOR 2027



SKU: 7LWX6D SKU: 7LPX6D SKU: 7LAX6D

SORA

- Designed for women. Powered to perform.
- HyperSoft Core delivers effortless distance and higher launch
- Seamless Cover Technology promotes stable flight
- Exceptionally soft feel with responsive greenside control



HYPERSOFT

HYPERSOFT CORE

Engineered to generate faster ball speeds with less effort, the HyperSoft Core promotes higher launch, increased carry, and longer distance while maintaining an exceptionally soft feel.



SCT
SEAMLESS
COVER TECHNOLOGY™

SEAMLESS COVER

Aerodynamic seamless cover construction promotes stable, high-launch flight while delivering soft feel and responsive control on approach shots and around the green.

LOGOS





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

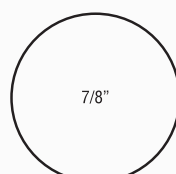
- Block lettering in ALL CAPS on both poles of the golf ball
- Maximum 17 characters per line – up to 3 lines
- Any colour on white ball as per customer's request; same colour on both poles
- Minimum 4 dozen



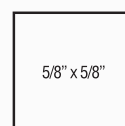
LOGO & PERSONALIZATION

- 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

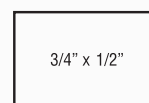
The entire image, including registration or trademark symbols, must fit within one of the following areas:



7/8"



5/8" x 5/8"



3/4" x 1/2"

ACCESSORIES



TOUR PREMIUM GLOVE

The Tour Premium Glove features a unique color change tab that allows you to choose between 5 logo colors. After all, if you look good, you play good.

TOUR PREMIUM GLOVE

- Premium Cabretta leather enhances the soft feel for a consistent grip and excellent durability
- Soft terry cuff provides additional wrist comfort
- Bridgestone's softest and thinnest glove ever!

Size Availability: LH Regular- S, M, ML, L, XL, XXL;
RH Regular- S, M, ML, L, XL

SKU: GTP__



E-GLOVE

- Improved Cabretta leather ensures a soft feel, consistent grip and excellent durability
- Cross flex mesh inserts provide the ultimate in flexibility, breathability and fit
- Soft tab technology provides ultimate comfort

Size Availability: LH Regular- S, M, ML, L, XL, XXL;
RH Regular- S, M, ML, L, XL

SKU: GE2__



SOFT GRIP GLOVE

- Hybrid construction featuring Cabretta leather placement in the palm
- Synthetic material provides long lasting durability and sweat resistance

Size Availability: LH Regular- S, M, ML, L, XL, XXL;
RH Regular- S, M, ML, L, XL

SKU: GSOG__

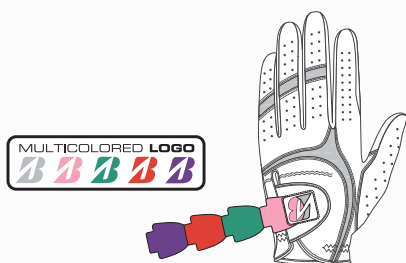


LADY GLOVE

- Cabretta leather palm and thumb for comfortable feel and gripping power
- Water resistant synthetic leather for durability and performance in all weather conditions
- Mesh inserts provide breathability and flexibility for the perfect fit
- Premium color inserts provide a variety of color options for velcro pull tab window (Pink, Purple, Tangerine, Emerald and Gray)

Size Availability: LH Regular – S, M, L; RH Regular – S, M, L

SKU: GBL3_



BOOM IT JR GLOVE

Give young golfers the confidence to play their best with a comfortable, durable glove designed for all-day performance and fit.

NEW FOR 2027

BOOM IT JR GLOVE

- Premium synthetic construction delivers soft feel and lasting durability
- Breathable perforations keep hands cool and comfortable
- Stretch-fit cuff provides a secure, flexible fit
- Elastic finger trim enhances comfort and flexibility
- Vibrant Boom It Jr graphics add fun, confidence-inspiring style

Size Availability: LH-S, M, L

SKU: BIJG_



BRIDGESTONE ***GOLF***



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BRIDGESTONE
GOLF

