

# Ping Announce Launch of New K15 Irons & Woods.

John K. Solheim, who leads the company's product development efforts as Vice President of Engineering, believes the addition of the K15™ Series to the company's market-leading G and i families will help golfers better determine the technology best suited for their games.

"Our current line is ideally segmented to appeal to every level of golfer," he said. "The new K Series appeals to golfers who simply want to hit the ball straighter. We've focused a lot of the technology in that series toward helping golfers achieve that goal. The Straight Flight™ Technology concept is centered on equipment that brings golf shots back on line and back in play. The added benefit for many of those golfers is that a straighter ball flight goes further as well. With the combination of the K15's technology and custom fitting, golfers will be finding their ball in the fairway and on the green much more often."

## New product descriptions and technical specifications:

### K15™ Driver & Fairway Woods

The K15™ Series is engineered to help golfers bring their shots back on line and back in play. Using an innovation known as Straight Flight™ Technology, PING engineers developed the super-game-improvement line with product features that promote straighter and longer ball flights. In the driver and fairway woods, this is achieved by concentrating more weight in the sole near the heel. This visible technology helps players rotate the club face to a more square impact position, which provides straighter shots. The larger head and face profiles of both the driver and fairway woods result in higher MOIs for greater forgiveness and increased ball speeds.



K15 Iron & Hybrid Set.

UK RRP: £105  
per club w/steel  
shaft; £120 per  
club w/graphite  
shaft



K15 Driver & 3 Wood.

Drivers UK RRP:  
£249 per club.

Fairway Woods  
UK RRP: £175 per  
club.



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European Golf, 77/79 Southfields Drive, Leicester, LE2 6QT  
TEL: 0116 244 0297  
Opening Hours: Mon-Fri 9.30 – 18.00, Sat 9.00 – 17.30  
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