

A Partnership for the Ship Reader

GOLFTEST USA & GOLF ILLUSTRATED

In an effort to bring *Golf Illustrated* readers more comprehensive equipment reporting and evaluations, a partnership has been formed between GolfTest USA and the magazine. GolfTest USA is a third-party club-testing organization with an evaluation method that provides testing results that are valid for two groups — low- and high-handicappers.

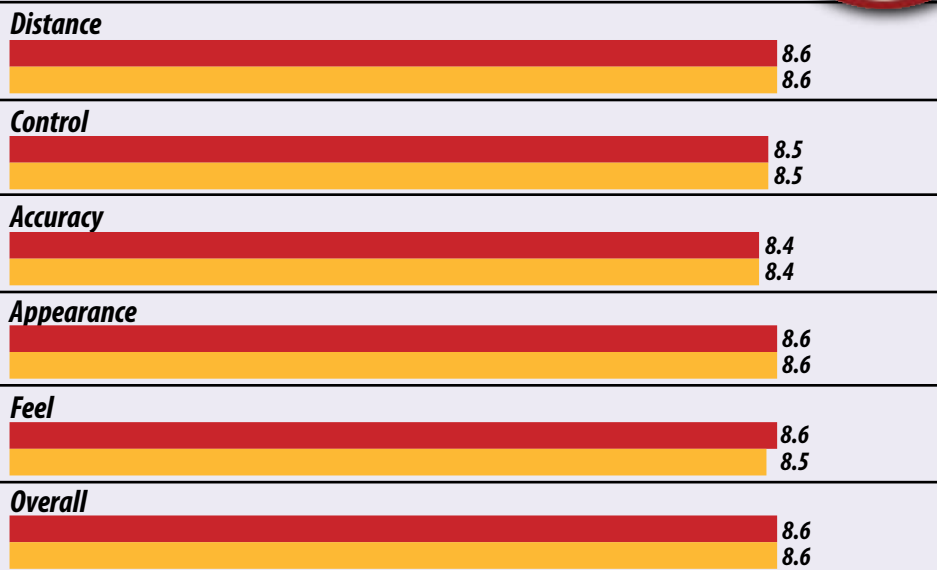
GolfTest USA began in 2000 with the mission of supplying golfers with independent and unbiased evaluations of new golf equipment. The methodology was to have golfers of all skill levels use each product in a controlled format, then evaluate the products in different criteria categories.

For example, if GolfTest USA was testing drivers, 60 golfers would hit five drives with a club and would then rate them on a scale of 1 to 10 in differing categories such as distance, control, accuracy, feel, appearance and overall. GolfTest USA's "overall" category is not a combination of the other categories, but an evaluation of the testers to take into consideration what is important to them and give an overall rating based on their preference.



How Did The Nike Ignite 460 Stack Up In 2005?

The ratings from last year awarded the Nike Ignite 460cc driver one of GolfTest USA's Seal of Excellence awards. Here is an example of the ratings that will be available to *Golf Illustrated* readers in future issues.



Low Handicaps (0 - 12)

High Handicaps (12 and higher)

GolfTest USA also is strict in not wearing out the testers. Only five or six clubs are tested at a time. That equals 25 shots per golfer — enough to get a true reading without exhaustion. These results are then posted on GolfTest USA's website.

After interviewing hundreds of golfers and asking them what information a player needs in selecting the right club, GolfTest USA developed this testing method, which has been used ever since. GolfTest USA also found that most golfers feel that professional endorsements by tour players were not helpful to them in determining which clubs would be best used.

In addition, they discovered that anecdotal comments made by a small testing group (two to three golfers) which may have run in other golf publications were too restrictive and may not apply to their game.

At the launch of the organization in 2000, GolfTest USA requested equipment from most club manufacturers to be tested, and many obliged. Since then, the results have been posted year after year, with the GolfTest USA website receiving more than 2 million page views per month from golfers around the globe.

The posting of results prompted many clubmakers to inquire about proprietary testing for their private usage — another function of the organization. The testing costs companies a fee but provides results for tweaking and improving products to meet or exceed industry standards.

GolfTest USA has performed testing on golf products ranging from balls, clubs and training aids to sand and seed bottles, as well as golf cart accessories.

In 2002, GolfTest USA established its "Seal of Excellence," which is awarded to select golf products that have undergone the testing regimen. To be awarded the GolfTest USA Seal of Excellence, a product must be tested and reviewed by the testers and found to be of superior quality, value and performance.

What does this mean for *Golf Illustrated* readers? In future issues, articles highlighting segments of the golf market will provide testing results not performed by the magazine's staff but by a specialized testing organization. **GI**

For more information on test results or having your own product tested, visit www.golftestusa.com.

Did Your Clubs Make The GolfTest USA Seal Of Excellence?

How good are the clubs you have in your bag right now? Here is a sampling of some of GolfTest USA's best Seal of Excellence winners last year. For a full list of winners and testing results, visit www.golftestusa.com.

	Low Handicaps (0 - 12)	High Handicaps (12 and higher)
Drivers	<i>KZG Gemini 460 Nike Ignite 460 Infiniti PROpulsion 460 Louisville Thumper Persimmon MacGregor MACTEC 435 Mizuno MP-001 Nickent Genex Cross SMT Nemesis Titleist 983K Yonex Cyberstar PowerBrid</i>	<i>Cleveland Launcher 460 Nike Ignite 460 Vulcan Caldera Z 440 Louisville Thumper Persimmon Bang Bang-O-Matic Yonex Cyberstar PowerBrid Mizuno MP-001 Nickent Genex Cross Alpha C830.2 460 Titleist 983K</i>
Hybrids	<i>Infiniti Hot Shot Louisville Hy-lofter McHenry TourPure Sonartec Md Transition Vulcan Woody Z3 MacGregor Go Long Warrior TPC</i>	<i>Infiniti Hot Shot Sonartec Md Transition Vulcan Woody Z3 MacGregor Go Long McHenry TourPure Louisville Hy-lofter Warrior TPC</i>
Irons	<i>MacGregor V-FOIL M675 Yonex Cyberstar VX Cleveland TA6 KZG Forged Evolution PING G2 Vulcan Backfire Innovex RLS Wilson Deep Red II Distance Nike SlingShot</i>	<i>MacGregor V-FOIL M565 Yonex Cyberstar VX MacGregor V-FOIL M455 Nike SlingShot Wilson Deep Red II Distance Innovex RLS PING G2 Yonex V-mass 270 Cleveland TA6</i>
Wedges	<i>Cleveland CG10 DeLaCruz Wolfram MacGregor Tour Titleist Vokey MacGregor EZ OUT McHenry Strike Nickent Genex ARC F2 Innovex RLS</i>	<i>Titleist Vokey Cleveland CG10 DeLaCruz Wolfram MacGregor Tour McHenry Strike F2 Nickent Genex ARC Photon 671G Warrior Custom</i>
Putters	<i>Aserta Eclipse Aserta Monster GAIM G360 Nickent PIPE Scotty Cameron Red X Scotty Cameron Newport 2 SeeMore FPG Never Compromise GZ1 Louisville Louie3</i>	<i>Aserta Monster Aserta Eclipse DeLaCruz CP-2 GAIM G360 Kane Klassic Blade Nickent PIPE Louisville T-3 MacGregor Bobby Grace GT-M5K Titleist Futura</i>