

Wilson Staff

NEW 40 COMPRESSION  
FOR SUPER SOFT FEEL



**DX2**  
SOFT

THE SOFTEST DISTANCE BALL™

LONG SOFT

LONGEST DISTANCE  
WITH SOFTEST FEEL™



LOW COMPRESSION

**MYTHS  
BUSTED!**

### C.O.R. [COEFFICIENT OF RESTITUTION]

The measurement by propelling a golf ball from an air cannon into a steel plate at a fixed velocity, and measuring the velocity of the ball as it rebounds from the steel plate. This test allows us to determine how much of the energy in the golf ball is lost during the impact (A C.O.R. of 1.0 would imply no energy loss).

## MYTH

Low compression golf balls produce  
Low C.O.R. / Ball Velocity.

## FACT

Low compression golf balls have a higher  
C.O.R. / Ball Velocity than other balls.

- Wilson Staff DX2 Soft has comparable/higher C.O.R. than the vast majority of competitive balls.
- Wilson Staff DX2 Soft is significantly softer (lower compression) than all of competitive balls – and less than half the compression of the Titleist Velocity.

## MYTH

Low compression golf balls are shorter  
than high compression golf balls.

## FACT

Low compression golf balls are formulated to  
fly as far while having the softest feel.

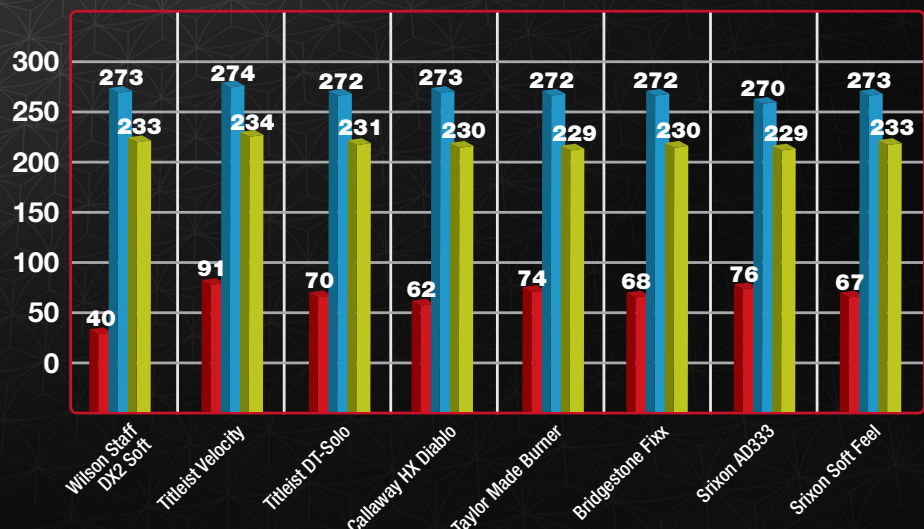
- Wilson Staff DX2 Soft C.O.R. has a 40 compression rate and flies as far or farther than competitor golf balls.
- The Low Compression Wilson Staff DX2 Soft gives you soft feel without compromising your distance compared to other golf ball brands.

BALL	COMPRESSION	C.O.R.
Wilson Staff DX2 Soft	40	0.81
Titleist Velocity	91	0.81
Titleist DT-Solo	70	0.81
Callaway HX Diablo	62	0.80
TaylorMade Burner	74	0.80
Bridgestone Fixx	68	0.79
Srixon AD333	76	0.79
Srixon Soft Feel	67	0.80

■ Compression

■ Distance (Driver - 105 mph)

■ Distance (Driver - 90 mph)



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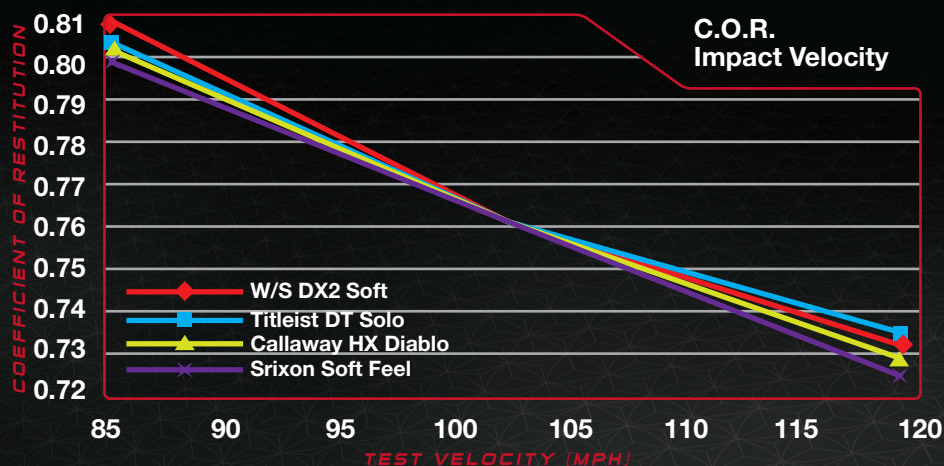
## MYTH

Low compression golf balls are for slower swing speeds.

## FACT

Low compression golf balls are for all players who want a soft, playable feel and optimal spin.

- Wilson Staff DX2 Soft has comparable/higher C.O.R. than the average of competitor balls at test velocities of 85 -120 mph.
- There is minimal difference in the slope of the C.O.R. from Staff DX2 Soft (low compression) and competitive balls (high compression). This indicates no performance loss at high swing speed, and a potential minimal performance benefit at low swing speed.



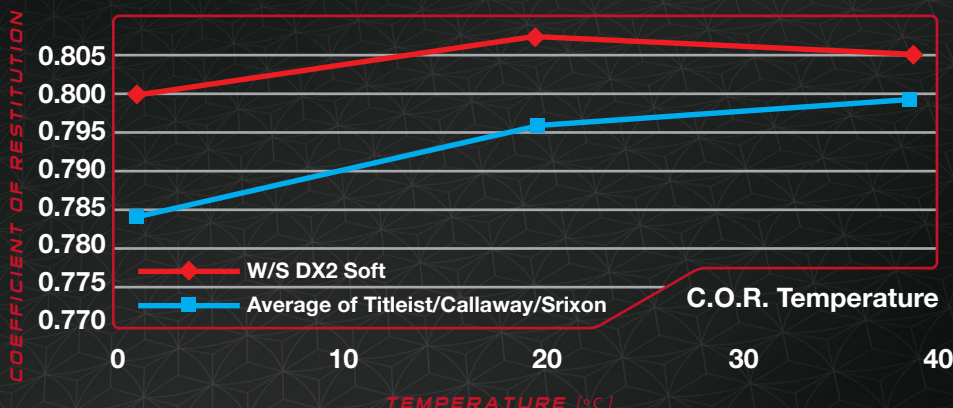
## MYTH

Low compression golf balls are for play in low temperature.

## FACT

Low compression golf balls are for play in ALL temperatures.

- Wilson Staff DX2 Soft has higher C.O.R. than the competitive group at temperatures between 7°C and 24°C.
- The Low Compression Wilson Staff DX2 Soft appears to have greater C.O.R. advantage at lower temperature (4°C) compared to competitive ball (high compression).



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