

MyGolfSpy Ranks Tour Edge Exotics E723 Most Forgiving Driver of 2023



MyGolfSpy has named the Tour Edge Exotics E723 Driver the #1 most forgiving driver of the year in its 2023 Most Wanted driver testing.

In what is described by the popular site as the world's largest unbiased head-to-head golf club testing, the Exotics C721 Hybrid produced consistent results across the board.

MyGolfSpy tested 30 of the top drivers new to the market with 315 hours with over 14,700 shots used to determine the best of the best drivers of the year.

The E723 Driver ranked first in forgiveness with a 97.5 rating, three points over the second rated forgiveness driver and six percentage points over the third rated driver. The 97.5 score was the highest rating in any category tested by the performance data centric website that reaches over 75 million readers a year.

The E723 also ranked 5th in overall accuracy with a score of 91.5. The MOI+ design driver finished with a final score of 90.5.

The Exotics E723 Driver is currently in play on the PGA Tour Champions with multiple professionals and was also awarded a 2023 Golf Digest Gold Medal Hot List Award as a top driver for this year.

The E723 Driver's extreme low rearward CG position produces an extremely high MOI at a 5600 g/cm² MOI, the highest MOI driver we have ever produced. This leads to increased stability at impact and tighter dispersion. It's a 5% increase in MOI over the previous E design.



“The E723 is the highest MOI drivers we have ever designed,” said Tour Edge President chief designer David Glod. “It’s a great driver and we thank MyGolfSpy for recognizing that with their in-depth testing,” added Glod. “One of the very cool additions to the design this year was a new sliding track. Sliding the weight on the adjustable track allows for a +/- 10-yard heel and toe bias in directional flight. This adjustability option brings the consideration of more players looking for one of the highest MOI drivers and most forgiving and accurate drivers in golf. Especially at this very attractive \$450 price point.”

MyGolfSpy provides independent, unbiased and objective testing by employing consistent testing methodologies and advanced golf analytics inside their 100% independent test facility.

Their goal is to have the consumer apply head-to-head data to help unlock their full potential by utilizing the largest human testing pool in the industry that includes swing speed, age, handicap and swing variations, while also considering tester fatigue and randomization.

About Tour Edge

In 2023, Tour Edge is celebrating 37 years as a highly renowned and top-selling golf club and bag manufacturer serving the global golf market. Tour Edge is an American owned and operated company out of Batavia, Illinois that manufactures and sells golf clubs under three distinct sub-brands:

- Exotics: a tour-preferred line of ultra-premium equipment featuring next-level innovation and materials that is in the bags of over 160 of the world’s top professionals.
- Hot Launch: the highest level of performance and game improvement innovation design at a mid-tier price point and the #1 custom fitted value in golf.
- “Get in the Game” products: featuring complete sets for men, women, seniors, and juniors, as well as individual drivers, putters, wedges, and golf bags designed for casual and beginning golfers on a budget.

The legendary #TeamTourEdge tour staff includes Alex Cejka, Ken Duke, Bernhard Langer, Scott McCarron, Tim Petrovic, Duffy Waldorf and Mike Weir. Tour Edge products have been in play for 33 victories on the PGA Tours, including 10 on the PGA TOUR and 21 on the PGA TOUR Champions.

All premium, Tour Edge golf clubs are hand-built in the U.S.A and carry a Lifetime Warranty that covers any manufacturer defects for the life of the product.

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