

MyGolfSpy Ranks Tour Edge Exotics EXS Driver #1 Best Value Driver in 2019 Most Wanted Testing

MyGolfSpy has named the Tour Edge Exotics EXS Driver the Best Value Driver in its 2019 Most Wanted Driver testing.

In what is being described by the popular site as “The World’s Largest Unbiased Head-to-Head Driver Test”, the Exotics EXS Driver produced consistent results across the board that more than hung with or surpassed the higher priced competition.

MyGolfSpy tested 24 different drivers over 200 hours with over 9,000 shots used to collect over 200,000 data points to name the best of the best drivers of 2019.

In the end, Exotics EXS stood very tall against the entire field in value given the data. When you dig in and compare loft to loft in each head and the distance, spin rates, ball speed, accuracy indicators and strokes gained from the test and then factor in the price of each club, it is easy to see how the EXS Driver was named Best Value for 2019.

“While we are not surprised that the Exotics EXS Driver has been determined to be the greatest value driver in golf by MyGolfSpy, we are very pleased that the data-centric golfer can look at these independent numbers and see exactly how much value we are actually providing,” said President and Master Club Designer for Tour Edge David Glod. “All comparison tests like this always need to be looked at to determine the different lofts of each head and how that will affect distance and spin rates, as loft is really the number one determining factor in those categories. When you apply that keen eye with this test, you will be able to see that Exotics EXS Driver not only held its own, but in most cases surpassed performance from much higher priced drivers.”



The Exotics EXS Driver is currently in play on the PGA Tour Champions and has also been awarded a 2019 Golf Digest Hot List Award and an ING Industry Honors Award for Product Ingenuity for Market Leaders.

How did My Golf Spy test?

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. All testers used Bridgestone Tour-B RX golf balls for consistency and to reduce test variables. All head data was captured using the Foresight GCQuad Launch Monitor. My Golf Spy used the largest human testing pool in the industry and takes into account swing speed, age, handicap and swing variations, while also taking into account tester fatigue and randomization.

How did the Exotics EXS win Best Value Driver for 2019?

The EXS Driver ranked in the Top 10 for Ball Speed Consistency and 6th overall in Strokes Gained, one of the most valued metrics by MyGolfSpy in the test.

How Adjusting Loft Impacts Distance and Spin

Despite being .7 degrees higher than the longest testing driver and an average of .5 degrees higher in loft on average of every driver finishing longer in the test, the EXS Driver ranked 9th in Total Distance, or 4.4 yards off the longest testing driver. That equates to \$45.45 extra spent for every yard difference.

Again with the disadvantage in the lofts of the heads with the EXS coming in at 9.4 degrees and the others in the Top 10 averaging an 8.9 degree loft being noted, the EXS Driver ranked 10th in total Carry Distance, or 3.71 yards off the longest testing driver. That equates to \$61.99 extra spent for every yard difference.

The fact that the 9.4 degree EXS Driver produced 2,464 RPM in Spin Rate shows that it is one of the lowest spinning drivers to loft comparison in the test as well. The EXS ranked as the 13th lowest in spin rating, but the 12 drivers with lower spin had an average loft of 9 degrees and the difference in RPM was only 141 RPMs. MyGolfSpy stated with the test results that adjusting the loft of a driver by one degree alters spin by +/- 300 RPM.

Given that the EXS Driver features an adjustable hosel that goes up and down two degrees and a Flight Tuning System with two adjustable weights, making for 16 different flight tuning settings, the right spin, launch and distance can be dialed in to any swing.

The EXS Driver also ranked 10th in Yards from Center in the annual test.

Cost Analysis

MyGolfSpy included the following text in their release of the 2019 Most Wanted Driver Awards on the cost of the drivers included: *"The drivers in this test range in price from \$190 to \$650, excluding any exotic shaft upgrades. While \$500 is rapidly becoming the new entry-level, those leveraging a cost per yard formula will have a hard time justifying paying that much."*

This led Tour Edge to calculate just that, a cost per yard formula based on the all the data MyGolfSpy released.

240.74 Yards - 1 st in Total Distance - 8.7 Degree Head - \$499.99 Retail	\$2.07 per yard
240.60 Yards - 2 nd in Total Distance - 9 Degree Head - \$599.99 Retail	\$2.49 per yard
240.15 Yards - 3 rd in Total Distance - 8.8 Degree head - \$529.99 Retail	\$2.20 per yard
239.44 Yards - 4 th in Total Distance - 9.1 Degree Head - \$549.99 Retail	\$2.29 per yard
239.29 Yards - 5 th in Total Distance - 8.9 Degree Head - \$499.99 Retail	\$2.08 per yard
239.27 Yards - 6 th in Total Distance - 9.2 Degree Head - \$399.99 Retail	\$1.67 per yard
238.12 Yards - 7 th in Total Distance - 9.2 Degree Head - \$399.99 Retail	\$1.67 per yard
237.56 Yards - 8 th in Total Distance - 9 Degrees Head - \$449.99 Retail	\$1.89 per yard
EXOTICS EXS - 236.4 Yards - 9.4 Degree Head - \$299.99 Retail	.78 cents per yard

About Tour Edge

In 1986, David Glod founded Tour Edge with a focus on offering golfers with high quality and technologically advanced golf products that were as cutting edge as they were affordable. He is now considered one of the preeminent master club designers in golf club design and has led Tour Edge to be a Top 10 manufacturer in every club category.

Tour Edge products have been put in play on the PGA TOUR, PGA Tour Champions, LPGA Tour and Web.com Tour, as well as European professional tours, and have been in play in every PGA TOUR major event and in Ryder Cup competitions, leading to 18 wins for players playing Tour Edge products on the PGA Tours (10 PGA TOUR, 7 PGA Tour Champions and 1 Web.com Tour).

In 2018 alone, Tour Edge clubs earned seven wins, nine runner-up finishes, 34 Top 5 finishes and 60 Top 10 finishes on the three PGA Tours.

Tour Edge, an American owned and operated company for more than 32 years, manufactures and sells golf clubs under three distinct brand names: Exotics, Hot Launch and Bazooka.

- Exotics products bring futuristic technologies to the marketplace with tour preferred designs and smaller production runs. Exotics clubs utilize higher-grade, avant-garde materials and manufacturing methods that have established Exotics to as a leader in quality craftsmanship and to redefine what is possible in golf club performance.

- Hot Launch has forged a name for itself as a producer of high-quality premium game improvement golf clubs from driver to wedge. Hot Launch has proven to provide the greatest custom fit value in golf and includes an unprecedented guaranteed 48-hour custom fit delivery program.

- Bazooka represents the absolute best value available in golf, offering advanced players, beginners, women and juniors the best in playability and affordability.

All Exotics and Hot Launch clubs are hand built in the United States in Batavia, Illinois and then distributed throughout the world. Every Tour Edge club comes with a Lifetime Warranty and a 30-day-play guarantee.

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