

## D'Lance Golf Fitting Process Overview

For more detailed information, visit our website at [www.dlancegolf.com](http://www.dlancegolf.com)

Over 40% of all amateur golfers have their clubs custom fit for them, yet 80% of all golfers believe their game will improve if they use custom clubs, according to a survey in Golf Digest. Our custom clubs fit better, have higher quality craftsmanship, and cost less than off-the-rack clubs. We have fit over 7,000 golfers using the [True Temper Shaft Lab](#) and have shaved 2 to 20 strokes off their scores. We specialize in fitting beginners, ladies, and juniors so they learn faster.

Our fitting system uses the latest in shaft loading measurement, launch angle analysis, ball speed and spin rate testing to provide today's golfer with the best fit golf equipment. The fitting system is adaptable to all equipment manufacturers from major OEM's like Taylor Made, MacGregor, Mizuno and Cleveland. D'Lance Golf is considered to be one of the 50 elite clubmakers in the world by True Temper, Fujikura, Mizuno, Accra and MacGregor.

### Our Seven Step Process

Our seven step custom club fitting and club building process consists of the following steps:

#### 1. Customer Interview

- Game improvement objectives
- Current shot tendencies

#### 2. Existing Equipment Analysis

- Current set shaft weight, flex, length and loft/lie

#### 3. Pre-Impact Swing Analysis – True Temper Shaft Lab

- Optimum shaft weight, flex, swing weight, shaft tip profile and length

#### 4. Dynamic Shaft Fitting and Club Selection

- Club-Conex System for specific shaft & head combinations;
- Loft and lie recommendations

#### 5. Post-Impact Shot Analysis – Golf Achiever Launch Monitor

- Optimize launch angle, distance and shot dispersion

#### 6. Equipment Recommendations

- New clubs or re-shaft
- Set make-up (hybrid clubs, forged or cast, etc.)
- Driver loft
- Iron loft/lie
- Wedge lofts and bounce angles

#### 7. Customer Order

- Clubs precisely built to exact specifications
- Final loft and lie adjustment

## What Every Golfer Wants!

Getting your clubs custom fit and custom built by D'Lance Golf is an experience that will take your game to the next level. Whether you are a beginner or a professional, we will take strokes off your game by matching your equipment to your natural swing. Whether you are buying new equipment or re-shafting your existing clubs, you can dramatically

improve your distance, accuracy and control. Our goal is to create a very tight shot dispersion pattern with all of the clubs in your bag. When you go through a club fitting at D'Lance Golf you will get your own Individual Performance Profile that includes the equipment recommendations that will make the most improvement for YOUR game. With our unique fitting and custom club building process, you will get what every golfer wants:

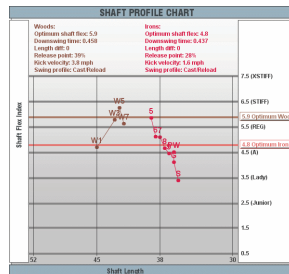
- Better Accuracy and Consistency
- Improved Distance
- Better Feel
- More Confidence
- Lower Scores

### Your Individual Shaft Profile

*This is the only sport I know of that uses 14 clubs to hit one ball!*

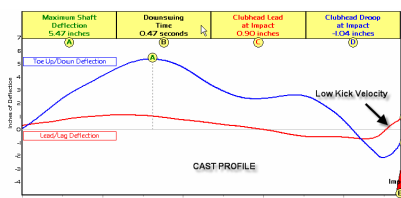
Each golfer buys clubs at various times so the clubs in their bag are not exactly matched. Ever have a favorite club and it got lost or broken? When we test your clubs, your favorite ones are usually the ones that closely match your optimum recommendations as determined by the True Temper Shaft Lab.

### Existing Club Profile



This golfer is playing with woods that are very inconsistent in both his woods and iron shafts. By testing each club on a frequency meter, swing weight scale, and loft/lie machine, we determine the profile of each club in your bag. By knowing what you are currently playing, adjustments can be made whether you are buying a new set or re-shafting your existing clubs. In this golfer's case, we improved his 6 iron carry distance from 162 yards to 173 yards, and tightened his shot dispersion from +/- 7 yards to +/- 1 yard! Now he is hitting shots 3 feet from the pin at 175 yards!

### Your Swing Analysis and Shaft Load Profile



Each golfer has a unique pre-impact swing profile

that is determined by their body type, muscle reflex action and personality. The True Temper Shaft Lab is the only pre-impact swing analysis tool that accurately measures when and how much you are loading, or bending the shaft in your forward swing. Based upon the duration of your forward swing, the amount of shaft deflection, and the profile of your swing, we determine the optimum shaft length, weight and flex. This is the pre-impact analysis that helps us determine which shaft to start with for testing on the launch monitor.

### Launch Conditions and Shot Dispersion



Using the TrackMan II ball flight monitor, the same monitor used by the PGA Tour, D'Lance Golf will determine the exact launch conditions you are experiencing with your existing equipment. Then, by selecting the appropriate combination of heads and shafts, we can accurately show you the improvement in launch angle, distance and shot dispersion for both woods and irons. This is truly the ONLY way of custom club fitting that will give you accurate results.

### Perfectly Matched Clubs

Once we have completed the custom club fitting, we will then custom build your clubs in our high-tech production facility. Each club will be built to exact frequency (flex), swing weight, length, loft and lie. In addition, each shaft will be spine aligned to ensure the tightest shot dispersion. The result of this process is a set of clubs that are perfectly matched throughout the set to your swing characteristics. Only by custom fitting AND custom building clubs to your exact specifications will you be sure that what you ordered is exactly what you ordered!

