

## **Apex Pro '24 Composite**

**Family Tagline:** *Held To The Highest Standard*

**Product One-Liner:** *Exceptional Distance with Tour-Level Precision*

### **Product Intro**

The best players in the world hold themselves and their equipment to the highest standard. And it's the meticulous attention to detail that separates the elite from average. We've worked relentlessly with the best players in the world to revolutionize every detail of the new Apex Pro Series to enhance their game...and yours.

The new Apex Pro irons set the highest standard for total performance in a player's iron. A revolutionary multi-material forged construction paired with our patented urethane microspheres delivers unmatched feel. An all-new progressive face is designed for exceptional distance with tour-level precision. And a Dynamic Sole Design promotes improved turf interaction and better contact. The ultimate players performance iron has officially arrived.

### **Features & Benefits**

#### **Advanced Forged Performance**

For the first time ever in an Apex iron, a hollow body construction pairs a forged face with a forged 1025 carbon steel body to deliver a premium, ultra-soft feel. Our patented urethane microspheres also work to dampen sound and improve feel while still allowing the face to flex for high ball speeds across the face.

#### **New Progressive Face Design for Incredible Distance with Added Control**

The Apex Pro '24 irons feature a progressive face design to give players powerful long irons and more precise short irons. The long irons are designed with a powerful Forged 455 face cup to enhance distance and forgiveness. The short irons feature an ultra-consistent forged 1025 face plate engineered to give you control with your scoring clubs.

#### **Dynamic Sole Design for Enhanced Turf Interaction**

The new Apex Pro '24 irons feature a Dynamic Sole Design with a pre-worn leading edge to cut through the turf more efficiently and trailing edge relief to ensure a clean exit. The result is an iron sole that maintains speed through the turf and promotes consistent contact on all shots.

#### **Endless Combo Set Possibilities**

From loft packages to sole geometries and shapes, the Apex Pro irons can be combined in any fashion with the other Pro Series models to meet a player's specific needs. All Pro Series irons feature the same MIM back weight to give fitters more control to dial in swing weight.