

## **Apex Ai300 Irons Media Summary Sheet**

Product Name: Apex Ai300 Irons

Product One-liner: Performance That Stands Alone

Apex Ai300 Irons are meticulously designed for pure feel, power, and consistency. These elegant cavity-back designs feature a slightly larger profile that blends performance and forgiveness in our most complete game-improvement iron, delivering performance that stands alone

### **Premium Look and Feel**

A forged cavity-back design combined with a forged 455 face creates a Tour-level sound and feel. This advanced forged construction is coupled with a stunning, premium design that will captivate you more than ever before.

### **Our Most Complete Game-Improvement Iron**

In addition to enhanced feel, the Forged 455 Face Cup delivers outstanding power across the face. This unique combination of power and feel separates the Apex Ai300 from the rest.

### **Incredibly Consistent Ball Speed, Spin, and Dispersion**

The Apex Ai300 achieves incredible consistency through the Ai Smart Face. Using real golfer swing data combined with artificial intelligence, the Ai Smart Face generates outstanding speed and spin consistency with tight dispersion into greens.

### **Optimized Flight and Forgiveness**

Strategically positioned MIM weighting ensures the optimal CG for your best launch windows. And the Dynamic Sole Design ensures enhanced turf interaction to provide more forgiveness through the turf.