



BRAND PERSONALITIES

## INNOVATIVE

We **reject the status quo** in the golf industry. For our flagship line we threw out 70 years of “conventional wisdom” in wedge design and started over.

## REBELLIOUS

We are not afraid to **challenge** “accepted truths” in the golf industry. Nor are we afraid to challenge major brands or the obsession with “the long game.” More yards off the tee is not always better and **we are sick of hearing about it.**

## FOCUSED

We are the short game **experts**. We eat, breathe, sleep, and practice shots within **9-iron** range. This is where scoring, and lower scores come from.

# BRAND POSITION

SCOR Golf helps low- and mid-handicap golfers achieve better scores through short game intelligence. Short game intelligence is an approach to the game of golf that challenges the status quo, cultivates innovation, and rejects the notion that the driver is the most important club in the bag.

