RIMAC® GOLF TO EXHIBIT AT 2025 PGA SHOW

(Stands #1 and #3519)

INCONSISTENT BALL COMPRESSION = INCONSISTENT PLAYER PEFORMANCE

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Warren, Michigan / PUBLISHED: December 4, 2024 – At the 2025 PGA Show, Jan. 22-25, 2025, in Orlando, FL. Rimac will demonstrate the Rimac® Golf Ball Compression Testing Machine, setting today's standard for measuring golf ball compression and giving golfers long-overlooked information critical for consistency, even when putting and chipping.

How critical? Critical enough to invite the dreaded 3-putt into your game! If a low-compression ball that falls into the hole 11' away is swapped out for a high compression ball, the high compression ball may stop nearly 2-1/2' short! Even if the force of the strokes is identical. To witness the importance of compression, visit www.RimacGolf.com and watch the videos.

Low-scoring golfers have *very consistent strokes*, achieved by spending hours on the driving range, in simulators, and on practice greens so they can hit the shots they want on the course. In addition, such golfers gather *helpful information* as they play, noting the wind direction and speed, the speed of the greens, and measuring yardage distances. Moreover, they may invest in drivers costing $500 - $800, sets of irons running $1,500 - $2,000, and putters which may cost $400 - $600. On top of this, they may spend money on rangefinders for $300 - $500 and golf GPS watches for $700, taking elevation, temperature, air pressure, and humidity into account.

Despite all this, golfers have only a vague idea about the most essential information: golf ball compression which influences the outcome of *every* stroke…putting, chipping, fairway shots, and driving.

When it comes to compression, golfers know little more than what's printed on the box:

- "Soft"
- "Softer"
- "Soft Feel"
- "Softer Feel for Faster Compression"
- "Soft Feel Long Distance"
- "Longest Ball with Soft Feel"
- "Tour Performance with Soft Feel"
- "Responsive Control and Very Soft Feel"
- "High Ball Speed & Control with Very Soft Feel"
- "Lowest Flight, Lowest Spin, Softest Feel"
- "Longer Distance, Even More, Greenside Spin and Control and Softer Feel"

Golfers don't know that even balls in the same box typically have different Rimac Compression measurements, often varying by 10-15%; that the average compression differences between models may be significant; that the Rimac Compression number tells them how the models offered by one brand compare with those of another brand; and that ball manufacturers may change a model's compression year-to-year to claim "new and improved" performance.

By using the Rimac Compression Testing Machine – 19 lbs. of precision instrumentation -- a golfer can be sure of the consistency of the balls selected for play, sort them to match, and make adjustments for inherent differences, just as may be done for wind speed and direction, elevation, and many other factors – recognizing that ***ball compression influences the outcome of every shot from the first drive to the last putt***.

At the 2025 PGA Show, the machine may be ordered for prompt delivery.

<u>Rimac Demonstrations</u>

Demonstrations will be ongoing at Stand #1 adjacent to the putting green inside the exhibit hall, Stand #3519 about 30' from the Inventor's Stage, and the machine will be displayed in the New Product Zone. Attendees are encouraged to bring their own golf balls for testing.

About Rimac Golf

RIMAC® has been the leading brand name in automotive valve spring compression testing and calibration since 1930, and the technology underlying its original patent remains in place today, guaranteeing that RIMAC® Golf Ball Compression Testers are easy to use, durable, and accurate. For nearly a century, millions of dollars of racing engines have relied on the RIMAC® brand for winning performance by ensuring every valve spring provides the specified amount of pressure. Now this precision technology has been adapted to golf ball compression testing: if the machine is good enough for testing a $150,000 racing engine, it's good enough to test a golf ball, and it's essential when hundreds of thousands of dollars may be decided by inches. With Rimac, you can assure yourself that the golf ball you select for play has the compression you expect – consistently.

For many years golf ball compression has been defined by a range that has typically run from about 40 to 100, representing 0.040" to 0.100" on a micrometer, resulting from compressing and deforming a golf ball only 1/10". For more real-world readings, the RIMAC® Golf Ball Compression Testing Machine applies hundreds of pounds of pressure to reflect more realistically the compression of the ball during actual play, and to distill into one key number, the Rimac Compression Number, the overall combination of a ball's core layers and cover material.

Consistent performance depends on consistent compression, and consistent compression depends on the Rimac Golf Ball Compression Testing Machine.