

PRESS RELEASE

BAL.ON Smart Kit's revolutionary golf swing tech scheduled for 2025 PGA Show

(Orlando, Florida, January 14, 2025) – The award-winning BAL.ON Smart Kit, a tech-driven insole that gives golfers instant feedback on ground interaction to build the foundation for a fast, repeatable swing, will have a week-long presence at the 2025 PGA Show January 21-24 after an introduction to the United States market in late 2024.

BAL.ON will participate in the PGA Show Demo Day on Tuesday, January 21 (Tee No. 3) and have a location on the show floor at the Orange County Convention Center from Wednesday, January 22 through Friday, January 24 (Stand 2429).

The United States move was a landmark moment for manufacturer Continental as it enters the world's biggest golf market with the BAL.ON Smart Kit, which provides golfers with instant actionable data on ground forces they generate helping to deliver greater clubhead speed, power and consistency. The training aid consists of a pair of 2mm thin pressure-sensitive insoles, Smart Pods, and a smartphone app.

BAL.ON's "Foundation of Fast" campaign has become synonymous with the product's entry into the US market, with the Smart Kit helping to emphasize and showcase that fast golf swings are built from the ground up.

The market-leading package of software and hardware is giving a wide array of players and coaches access to crucial data on golf biomechanics and allows interaction remotely on immediately available data and insights. A built-in AI coach provides guidance on what to work on first - and how. The BAL.ON Smart Kit is applicable for someone who is new to Ground Reaction Force (GRF)-based training and for those who already own force plates but want to measure data in real-life scenarios.



BAL.ON also launched a subscription service called BAL.ON Premium which will include a 'Traceline Drill' feature, video library, individual training goals and will soon have available model swings and custom targets for chosen metrics. Users will get the first three months free before a \$5.99/month fee.

Germany's Esther Henseleit, winner of the silver medal at the Paris Olympics and a member of Europe's 2024 Solheim Cup team, is one of many pros that have been using the system since its introduction to the European market in 2023. Now is the time for the wider golf-playing public to benefit from the improved athletic performance and clubhead speed which the BAL.ON Smart Kit helped identify.

"The BAL.ON Smart Kit has been a great addition to my training, showing my team subtle changes that can have a meaningful impact on my game," Henseleit said. "With the insoles not being confined to a swing bay, they show us real world data from on the course and in various different situations.



Felix Lindner, Founder and Head of BAL.ON, added: "We have proven the success of the BAL.ON Smart Kit in Europe but moving into the U.S. was a significant milestone for our company. The opportunity to provide American golfers with a cutting-edge training tool not only helps them improve their swing and overall game but also aligns with our vision of revolutionizing golf practice, and excited to showcase the product in more detail at the upcoming PGA Show."

For anyone struggling to make time to get to a location for a lesson, *Golf.com* described the Smart Kit as "perfect for you." In a recent article published to its website, the publication said, "Just fire up your phone, put the sensors in and make a few swings. Moment later you'll have instant feedback and a path to improvement."

Golf Digest also touted the Smart Kit by saying it will "help you better analyze and adjust your moves so every day can be training day." Additionally, BAL.ON was a presenting sponsor and made a big impression in early December for Golf's 2024 Top 100 Teachers Summit at Cabot Citrus Farms in Brooksville, Fla., and engaged with college coaches at the Golf Coaches Association of America gathering in December in Las Vegas.

The Smart Kit, which will retail for \$599, provides highly intuitive visuals in the form of a pressure heatmap, multiple line graphs and seven easily understandable metrics to give even more detail into a player's movements. These metrics are based on data from thousands of shots, including many from the PGA Tour, LPGA Tour, DP World Tour, and Ladies European Tour. With the addition of information from usage in the

US, BAL.ON will be able to provide even deeper insights on how every golfer can improve in the most efficient way.

The 'basic' metrics assess pressure distribution at address, during backswing and at impact, while the "advanced" metrics give feedback on rhythm, maximum pressure, its timing, and a players' transition from backswing to downswing.

The BAL.ON Smart Kit, which was released to the European market in August 2023 to rave reviews, not only convinced the jury of the Red Dot Product Design Awards but also was awarded the 'Recommended Product' seal of quality by the PGA of Germany. Additionally, the BAL.ON Smart Kit was recognized as a top product at last year's PGA Show.



The product is available for purchase [online](#) and from selective retail partners across the United States.

For more information on BAL.ON, please visit www.bal-on.golf.

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To access the BAL.ON Asset Database/Media Valet, please click [here](#)

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Notes to Editors

About BAL.ON

BAL.ON, created through Continental's global business model challenge "Let's cook!", introduces the BAL.ON Smart Kit - a revolutionary smart training tool for golf. The Smart Kit combines a wearable pressure analysis system with a coaching app, offering instant feedback on a golfer's swing. Designed for both golf coaches and dedicated players of all levels, BAL.ON helps users intuitively develop a more efficient swing by providing real-time, actionable data. Whether on the course or in practice, golfers can now measure and improve their performance with greater precision and insight.

About Continental

Continental develops pioneering technologies and services for sustainable and connected mobility of people and their goods. Founded in 1871, the technology company offers safe, efficient, intelligent and affordable solutions for vehicles, machines, traffic and transportation. In 2021, Continental generated sales of 33.8 billion euros and currently employs more than 190,000 people in 58 countries and markets. On October 8, 2021, the company celebrated its 150th anniversary.