

# The New Polara Golf Ball Eliminates Slicing

## *Banned by USGA for Tournament Play*

Imagine the unbridled joy of consistently hitting fairways – the ability to hit the ball straight makes playing golf faster, less expensive and much more fun. Fewer lost balls to replace, less time searching and hunting for wayward drives and above all, greater enjoyment because of the improved self respect and satisfaction that comes with shooting lower scores!

The Polara self-correcting ball does all of that by reducing hooks and slices up to 75%. A unique, asymmetrical dimple pattern positions shallow dimples around the ball's equator and deeper dimples at the poles.

One glance and you clearly see the Polara difference. Try them and you'll undoubtedly experience the self-correcting effect.



“The Polara ball was amazing,” stated Carolina Golf Journal Publisher Sam Smith after a recent round at Rumbling Bald Resort. “You can still hit the shots you want, a draw or a fade, and not worry that the ball is going to carry too far off-line and into trouble. With these results, I can understand why the USGA has banned the Polara ball for tournament play, but I am happy to see that the ball is designed for the largest number of players today.”

Polara balls are for the majority of golfers who are recreational players, ones who want to take advantage of improved technology and those who want to have fun playing golf. “We’re not trying to remove the skill from the game,” said Polara’s director of R&D, David Felker, “we’re just trying to remove the frustration.”

Polara went to Golf Labs in San Diego to validate their self-correcting ball’s performance and the results were eye-opening. During robotic testing where a significant slice was induced, on average, Polara balls reduced the slicing effect by 75% over traditional balls including premium brands.

Golf Labs director Gene Parente states, “We set up the Golf Labs robot to simulate a 90 foot slice based on launch conditions of an average golfer. With the nonconforming Polara Ultimate Straight golf ball we found that compared to several popular conforming golf balls, which all sliced about 90 feet, the Polara ball corrected up to 70 feet of the 90 foot slice.”

Bill Pennington (New York Times) wrote, “The design of the (Polara) ball corrects slices and hooks by 75%. When I took the ball to a New Jersey driving range, regular golfers and the occasional pro could not slice or hook the ball with any regularity.”

Veteran journalist Ron Claiborne (ABC News, Good Morning America) reported, “I carefully teed up a Polara ball, arrow on top, as instructed. I reared back and let it rip. The ball soared high into the sky, arched and landed on the fairway about 250 yards away. It had flown straight and true from tee to landing. I was in shock. ‘No slice!’ I exclaimed. I hit another Polara. The same thing. And another. I simply could not hit a bad shot. It was a miracle. Coincidentally, I’m eager to play more.”