



THE FITTING INNOVATION

West Nine at Firethorn uses the patented PXIII™ Performance Club Fitting System developed by Greg Johannesen and Jim White. This powerful web-based software systematically guides you and the fitter through the 8-step fitting process, identifying all of the commonly accepted parameters, such as grip size, lie angle, and shaft flex.

PXIII™ then goes several steps further and analyzes how you grip the club, your physical strength, and 6 major swing characteristics. With this data, PXIII™ identifies your LEVERAGE PROFILE™, then matches the ideal set of club specifications by collectively looking at club length, total weight, and weight distribution of the components (head, shaft, and grip). Now you have the blueprint for a complete set of performance matched clubs, a must for on-course consistency.

All fittings are performed inside the Learning Center in one of our climate controlled hitting bays. If you're looking to maximize your potential look no further than PXIII™ at West Nine.

PXIII™ uses a simple, patented, and proven fitting process to determine the specifications for the perfectly balanced set of clubs for your individual strength and swing characteristics. We offer two fitting options:

LEVEL 1 - \$45 (30 min)

Equipment Analysis using the PXIII™ 8-Step Fitting Process:

1. **Individual** - Player age, gender, medical history, goals, and laterality (RH or LH).
2. **Game Play** - Practice and play activity, set make up, and handicap.
3. **Lesson Activity**
4. **Ball Flight** - Direction, shape and trajectory of irons and driver as well as typical miss.
5. **Player's Equipment** - Age, favorite club, and 6-iron specs including length, dead weight, swing weight, loft, lie, grip size, shaft type, and flex.
6. **Player's Measurements** - Determines proper club length and grip size. Also test **Grip Strength**. See FAQ's to find out why!
7. **Club Performance** - Dynamic lie analysis, carry distance, ball speed, launch angle, and spin rate.
8. **Swing Analysis** - Tempo, swing plane, over-swing, shaft loading, casting, and core loading.

That's it! PXIII™ can now show you how your clubs compare to a set properly balanced for your swing.

LEVEL 2 - \$85 (1 hour)

Using the recommendations from PXIII™ our fitter will assemble a test club and observe as you hit balls. Each attempt is recorded through our launch monitor and compared against prior attempts. When necessary, fine tuning adjustments are made to produce the perfectly balanced golf club for your swing.

PURCHASING NEW CLUBS

We deal with all major OEM's including **Titleist, Ping, TaylorMade, Mizuno, Nike, Adams, and more**. Your clubs will be ordered to exact specifications and checked for accuracy before you pick them up.

RETROFITTING CURRENT CLUBS

In many cases we can make adjustments to your current equipment and get your entire set balanced according to PXIII™ recommendations. Repair prices vary.

**To Schedule a Fitting:
Call 402-486-4653**

FAQ'S ABOUT PXIII

1. What is Leverage Profile™?

A golf club exerts resistance during the golf swing through a combination of three factors: club length, total weight, and weight distribution of its components. In technical terms, PXIII identifies the optimum characteristics of resistance for each player, LEVERAGE PROFILE™, and this is what creates maximum power and consistency - the ideal blend of speed and mass. In English, that means we find the ideal combination of length, total weight, and weight distribution to match your individual strength and swing characteristics. This is important because we all swing the club differently and have different strength and skill levels. Playing with clubs matched to your LEVERAGE PROFILE™ promotes a more consistent, core driven swing. All players - beginners and tour pros, young and old, men and women - will benefit from PXIII fitted golf clubs.

2. Why do we test grip strength?

Grip strength helps us determine how much head weight a player can efficiently and effectively handle. Too much head weight promotes over use of hands. Proper head weight promotes use of the core muscles to move the golf club; a much more efficient way to swing a golf club.

3. Can't I get the same fit at a Big Box Store or Demo Day?

In a word, No. Most people buy clubs in segments: a driver this year, irons the next, maybe a hybrid the year after. Many even have different brands in the same bag. Go to any big box store or demo day to be fit for a particular club and chances are you'll never be asked about any of your other clubs. There's an even bigger chance that you'll never be asked to hit any other club in your bag during the fitting. Is this how YOU play golf? Big box stores and golf club companies use the "single club" concept of fitting. Need a driver? Let's find a driver. Need a hybrid? Let's try some hybrids. Need a set of irons? Well, you get the picture. They don't ask because they simply don't have a method for identifying LEVERAGE PROFILE™, matching new clubs to your current set, or even matching a complete set of new clubs. Most players don't even realize the damage they can do to their game by being fit this way.



"I couldn't believe how comprehensive and fast the system was to produce the feel I was looking for. I made a hole-in-one the first day I used my irons and had a top ten finish 3 weeks later; my best in 3 years."

Peter Jacobsen

PGA Senior Tour Major Champion

JOIN THE REVOLUTION!



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