
Industrial Giant JLG Applies Years of Research & Development to Make Your Drives Go Longer & Straighter!

“Time to Rethink Your Driver”

Within less than two years of research and development, the first generation “**JLG Ultra Boom**” golf shaft won the **Re/Max World Long Drive Championship in Mesquite, NV**. While many of the golf industry manufacturers arrived at the competition accompanied by huge trucks and trailers, **JLG** showed up with one combatant: 44 year old Sean “**THE BEAST**” Fister and his **JLG Ultra Boom** shaft. Established golf companies spent millions in advertising and combined for over a hundred years of research and development. Yet, they all watched from the sidelines as the announcer proclaimed a new leader: “*And the winner is...the **JLG Ultra Boom** driver!*”

Who is JLG?

JLG has a reputation of meeting its customers' needs by developing products that demonstrate the highest standards and values in price and performance. **JLG** has plenty of experience reaching for the sky with their **Ultra Boom** aerial lifts. These lifts, which can take workers up to 150 feet into the air, can be seen at construction sites across the country. Recently, **JLG** has decided to soar to *new* levels by teaming with renowned club designer and golf professional **Stacey Heydon** to establish the ultimate golf club. Heydon, of Sunset Links, Inc. out of Costa Mesa, California, and his 2008 USA Long Drive Team, coasted to victory in the inaugural 2008 **JLG Continents Cup** at Amsterdam.

Ultra Boom II Development

By applying various principals from JLG's data base of knowledge, Heydon set out to accumulate data from golfers of all handicaps. Utilizing the data collected by thousands of driver strikes by real golfers (not machines and computer simulations) **JLG** conceived a formula for a custom club-fitting system unlike any other: the new **JLG Ultra Boom II**—the club guaranteed to benefit all golfers.

*“Utilizing real golfers and their feedback to design the **JLG Ultra Boom II** and its fitting system was paramount”* said Heydon. Maximizing feel, distance and control was the goal. After numerous hours of testing, Heydon refined the club that initially won the Longest Drive Championship. **JLG** has propelled the development of that club and devoted their years of applied industrial wisdom to introduce the latest **JLG Ultra Boom II**—a club that promises to be in the golf bags of golfers looking to lower their scores.

How to Get It!

The **JLG ULTRA BOOM II** is available to the public at www.rppurchase.com. Your purchase will be a personal experience since **JLGGOLF.COM** utilizes the most accurate club-fitting questionnaire ever developed. Your **JLG ULTRA BOOM II Driver** will fit you perfectly, due to the custom club-fitting secrets employed by “World Champion” Long Drive Professionals and thousands of tested real golfers like you.

driver/head/weight/shaft/kick-point/grip and length combinations are custom designed for you to make a huge difference in your confidence and your golf score. When you purchase a **JLG Ultra Boom II**, you will manipulate the same variables used to fit professional long drive world champions!

JLG and Stacey Heydon welcome Carl “Rock Star” Wolter, a Re/Max World Champion and Ultra Boom II user, to bring awareness to the distance-starved golfing public.

Carl “Rock Star” Wolters has been synonymous with winning throughout his entire life so it’s no surprise that he has been welcomed, with open arms, into the **JLG** Golf camp. Other manufacturers pay exorbitant fees for pro-golfers to use their clubs but Carl “Rock Star” simply loves the **JLG Ultra Boom Driver**. And who should know a great driver better than the Remax Long Drive champion? In 2002, “Rock Star” went undefeated in the Professional Long Drive and won the Local, District and the Remax World Long Drive Championship. In the finals, “Rock Star” had *three balls, in a set of 6*, which would have beaten the field (373,382, and 384 yards). The winning drive of 384 yards carried 378 yards in the cool night temperatures of below 50 degrees. ***The 384 yard drive also set the largest margin of victory by any world champion in the finals of any shootout—a World Record, so to speak!***

Since 2002, “Rock Star” has been consistently inside the Top 10 at most long drive tournaments and was ranked 1st in the World for two years. He is currently ranked inside the Top 3 in **Long Distance Association** career earnings. Known widely as having one of the highest ball speeds on the planet, Wolter has been recorded in excess of 220+mph. *“I’ve been known to explode golf club heads in one swing and split a golf ball in two”* said Wolter.

“Rock Star,” the first long-driver to appear in the “What’s in the Bag” section of Golf Digest, earned his name by propelling Team USA to victory in its triumph over Team Europe. As a Captain of Team USA, he also led his team to victory against Canada in 2008. TV audiences took note of “Rock Star” when he appeared and won an event on the **“Big Shots: Titans on Tee”** show on Speed Channel. These one-hour specials featured 8 NASCAR personalities (incl. Elliot Sadler, David Regan, Jeff Hammond, Austin Petty, Hermie Sadler & Marcos Ambrose) and 8 long drive professionals (World Champions) paired up as two-man-teams hitting the long ball to benefit the Victory Junction camp for kids: victoryjunction.org

Raise the Boom and Lower Your Score!

Virtually everyone who plays the great game of golf wants to hit further, hit straighter and lower his or her score. Manufacturers of golf clubs typically pay golf professionals to use their clubs in the hopes that amateur golfers will purchase those same clubs to improve their own games. There’s no need to change your irons every 4 months so why do these huge manufacturers try to convince us that we need a new driver every month?

When major manufacturers put out several “new” versions of their drivers every few months, it doesn’t give much credibility to their previous versions. Why suggest we replace them so often? Who is benefiting from this “cat chasing its tail” driver game? The fat cat manufacturers, that’s who!

Golf professionals will play the highest bidders’ clubs in the advertising game and it’s all at the average golfer’s expense. Don’t think they wear those logos for free. Do you think that Tiger or Phil give a moment of thought about getting you the best club? Their endorsement revenues average 7 to 10 times more than their on-course earnings.

JLG has a different philosophy and, therefore, provides a world-class driver for much less money than other well-known competitors. **JLG** does not pay professionals to use the **Ultra Boom II** and will not pitch you a new one every few months. We simply offer you a **proven world-class product at a reasonable price**, without the expensive ad campaigns attached to the price. Do you want to absorb all the advertising money that these companies waste or are you looking for the best club for you?

It's time to rethink your driver. Invest the money you'll save with the Ultra Boom II by playing another round with longer, straighter golf shots. When you raise the boom...you lower your score!

**Get Your Boom Online by visiting jlggolf.com today
and participate in a chance for a free lesson from
Carl “Rock Star” Wolters!**