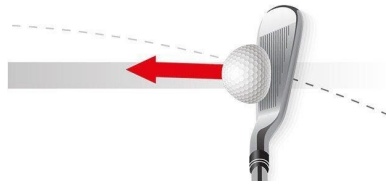


Face Angle



Face Angle is the direction the club face is pointed (right or left) at impact and is measured relative to the target line.

Most golfers refer to this as having an “open” or “closed” club face.

A positive value means the club face is pointed to the right of the target at impact (“open” for a right-handed golfer) and a negative value means the club face is pointed to the left of the target (“closed” for a right-handed golfer).

Face angle is the most important number when determining the starting direction of the golf ball. The ball will launch very closely to the direction the club face (face angle) is pointed at impact.

To hit a straight shot, the face angle should be zero. The optimal face angle depends on the type of shot the golfer wants play.

A golfer may want to hit a 5 yard fade, straight shot, or 10 yard draw. Each of these shots has its own optimal face angle.

Technical Definition:

Face Angle – The horizontal club face orientation at the center-point of contact between club face and golf ball at the maximum compression of the golf ball

A positive value means the face is pointed right of the target line regardless of dexterity

A negative value means the face is pointed left of the target line regardless of dexterity

The standard assumption for face angle is zero for all clubs. It is a standard assumption that the ball starts straight at the target and has no curvature (zero spin axis).