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News

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BUSHNELL LASER RANGEFINDERS REMAIN OVERWHELMING CHOICE FOR GOLFERS ON LPGA TOUR

Latest Darrell Survey Report Reveals 96% of golfers on LPGA Trust Bushnell for Yardage Readings and Reinforces Claim of No. 1 Rangefinder in Golf

Overland Park, KS, July 28, 2010 – Bushnell Golf, makers of the No. 1 laser rangefinder, is the preferred distance measuring device on the LPGA Tour, according to a recent Darrell Survey report taken at the ShopRite LPGA Classic, June 18-20, at Dolce Seaview Resort in Galloway, NJ.

Considered the official equipment tracking authority in golf, the recent Darrell Survey report found that a staggering 96% (139 out of 145) of LPGA players employ a Bushnell laser rangefinder during their practice rounds to calculate distance to the pin to accurately update their yardage books.

“There are so many equipment choices available to touring pros these days and its great to know that the one piece of equipment that goes unchanged is the Bushnell laser rangefinder,” said Jason Seeman, National Sales Manager for Bushnell Golf. “Our team works hard to ensure we are developing the best distance measuring devices and we take pride in the fact that our lasers are relied upon the most across all major tours.”

The findings at the ShopRite LPGA Classic display an increase from the 92% of pros who used Bushnell products at the 2009 Jamie Farr Owens Classic, and the 92% who kept them in their bag at the 2008 McDonald’s Championship.

With the conclusion of this Darrell Survey report, Bushnell products have now been the No. 1 rangefinder on the PGA, Champions and LPGA Tours for over a decade.

The most popular Bushnell rangefinder amongst tour pros is the Pro 1600, which is offered in both a Slope and Tournament Edition. Both Pro 1600 models work without a locating reflector device and the unit can start obtaining accurate distances to any object right out of the box, with no downloads necessary.

The more sophisticated of the two rangefinders is the Pro 1600 Slope Edition, which features a built-in inclinometer to provide the golfer with a compensated distance based upon the degree of incline or decline. This patented Slope Technology means when you are aiming at an up-hill or down-hill target, the Pro 1600 with Slope +/- will adjust the yardage reading for the angle and distance to help golfers with accurate club selection.

Engineered for golfers who play competitively, the Pro 1600 Tournament Edition is legal for tournament play. Like the Slope Edition, the Pro 1600 TE is capable of ranging distances from five to 1,600 yards and it is accurate within +/- one yard.

Bushnell, the number one choice of professional golfers, offers a full range of laser rangefinders, which continue to change and improve the way golfers assess distances, ultimately improving performance.

For more information on the complete lineup of Bushnell industry leading rangefinders, visit the company's website at www.bushnellgolf.com.

Bushnell Outdoor Products is a global manufacturer and marketer of branded consumer products based in Overland Park, Kansas. Bushnell Outdoor Products sells its products worldwide under the Bushnell®, Tasco®, Serengeti®, Bollé®, Uncle Mike's Law Enforcement®, Stoney Point®, Hoppe's®, Butler Creek®, Cébé®, Uncle Mike's®, Final Approach®, Simmons® and Millett® brand names. For information about any of these brands or products, please contact Bushnell Public Relations at (913) 752-6105.

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