

GO LONGTM WITH THE COBRA’S NEW BiO CELLTM FAIRWAYS AND HYBRIDS

**CARLSBAD, CA (November 12, 2013)** – [COBRA Golf’s](http://www.cobragolf.com/) new BiO CELL [Fairways](http://www.cobragolf.com/bio-cell-fairway) and [Hybrids](http://www.cobragolf.com/bio-cell-hybrid) are designed to help golfers Go LongTM. With MyFly8TM, SmartPadTM, E9 FaceTM and BiO CELLS, the BiO CELL Fairways and Hybrids are packed with technology to help improve distance and manage trajectory. True to COBRA’s DNA, the BiO CELL Fairways and Hybrids will be offered in five colors: Blue Aster, Black, Barbados Red, Vibrant Orange and Silver.

The BiO CELL Fairways and Hybrids feature MyFly8, an expansion of the 2013 MyFlyTM technology. MyFly8 provides golfers the option to adjust their trajectory to 8 different loft settings in order to maximize distance, manage trajectory and optimize yardage gaps. Utilizing SmartPad technology, the face angle will stay square at address regardless of the loft setting.

New BiO CELLs work with E9 Face Technology to remove more weight from the face and crown to reposition it low and back, delivering the best combination of a super low CG and high MOI for improved distance.

The BiO CELL Fairways and Hybrids feature a high strength steel insert. The forged thin, shallow high strength steel face inserts (driver like construction), enables more face flex for faster ball speeds, longer distances and higher trajectory.

The BiO CELL Fairways and Hybrids are part of a full family of products, including BiO CELL Drivers and Irons. The Driver is available in the same five colors as the Fairways and Hybrids and the irons are available in Blue Aster, Barbados Red, Vibrant Orange and Silver.

The [COBRA BiO CELL Fairway](http://www.cobragolf.com/bio-cell-fairway) (MAP $219) features a Project X – PXv shaft and comes in two models, both featuring MyFly8. The 3-4 Wood (13°, 13.5°,13.5°D, 14.5°, 14.5°D, 15.5°, 15.5°D and 16°) and 5-7 Wood (17°, 17.5°, 17.5°D, 18.5°, 18.5°D, 19.5°, 19.5°D and 20°) are available in x-stiff, stiff, regular and lite flexes in both RH and LH. The BiO CELL Fairway features a Lamkin R.E.L. 3GEN 360 grip.

The [COBRA BiO CELL Hybrid](http://www.cobragolf.com/bio-cell-hybrid) (MAP $189) features a COBRA BiO CELL shaft and comes in three models featuring MyFly8. The 2-3H (16°, 16.5°,16.5°D, 17.5°, 17.5°D, 18.5°, 18.5°D and 19°), 3-4H (19°, 19.5°, 19.5°D, 20.5°, 20.5°D, 21.5°, 21.5°D and 22°) and the 4-5H (22°, 22.5°, 22.5°D, 23.5°, 23.5°D, 24.5°, 24.5°D and 25°) are available in x-stiff, stiff, regular and lite flexes in both RH and LH. The BiO CELL Hybrid features a Lamkin R.E.L. 3GEN 360 grip.

The BiO CELL Driver, Fairways, Hybrids and Irons will be available at retail on January 15th, 2014. To find an authorized COBRA dealer near you, visit <http://cobragolf.com/dealer-locator>

Visit Us. Like Us. Follow Us. Watch Us. Subscribe.

[www.cobragolf.com](http://www.cobragolf.com)

[Official Facebook button sized for an email signature](http://www.facebook.com/cobra) [Follow Cobra Golf on Twitter](http://www.twitter.com/cobragolf) [Subscribe to me on YouTube](http://www.youtube.com/user/cobragolfvideos) [Subscribe to COBRA eNews](http://cobragolf.com/enews-signup)

# # #

**Media Contact:**

Kristine Owens, COBRA PUMA GOLF, [kristine.owens@cobrapuma.com](mailto:kristine.owens@cobrapuma.com); 760-710-3447

Kaitlin Andrews, Formula PR, [cobrapumagolf@formulapr.com](mailto:cobrapumagolf@formulapr.com); 619-234-0345

**About COBRA PUMA GOLF**

COBRA PUMA GOLF is a corporate division of PUMA North America and combines two strong brands that provide a full range of offerings to the golf industry. COBRA PUMA GOLF is an inclusive company for golfers of all abilities, attitudes and styles who enjoy the game. The portfolio includes COBRA Golf’s high performance drivers, fairways, hybrids and irons, as well as PUMA Golf’s sport and lifestyle footwear, apparel and accessories for both men and women. Fusing performance and style, COBRA PUMA GOLF brings a focus on innovation, technology, compelling design and superior performance with an edge to the global golf marketplace. COBRA PUMA GOLF is a part of PUMA SE, one of the world’s leading sportlifestyle companies that designs and develops footwear, apparel and accessories. For more information, visit puma.com/golf and cobragolf.com