

IMPROVING THE BALL 3 STEPS AT A TIME.

AT TRACK, we're always looking for the most innovative, technological ways to improve a bowling ball. We take improvement pretty seriously. Even naming balls is serious business to us.

Take, for example, when we introduced the 505A and the 607A SE, we had two great balls that were both angular, but at different levels. Our engineers thought that combining the two would create a freakishly good ball. SO THAT'S WHAT THEY DID.

1



$$F = \frac{dp}{dt} = \frac{d(mv)}{dt}$$

ROCKET SCIENCE & BOWLING BALL SCIENCE

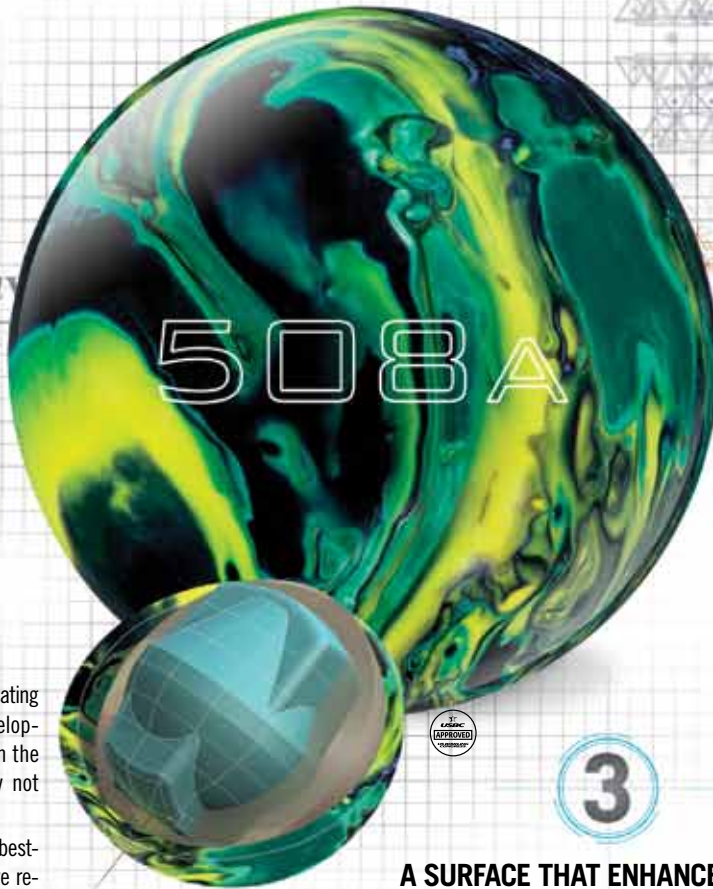
to us there's no difference.

At Track the key to our success in creating great products is Research and Development. Our engineers are the best in the industry at what they do, so why not start there?

The Legion core quickly became the best-selling core in the Track line when we released it in the 607A SE.

"Track bowlers love that core," said Ron Hickland, our ball designer. "Our sales records of the 607A SE were off the charts. So why mess with a good thing? We made a minor adaptation to match a different cover and created another great ball."

THERE YOU HAVE IT. Three highly technical, obsessively worked-out steps to creating a better Track ball. Perhaps the best Track ball ever. If you need to know anymore, and you know you want to, go to TRACKBOWLING.com.



508A



3

A SURFACE THAT ENHANCES EVERYTHING ELSE INSIDE.

We know that bowlers might have to adjust the surface to suit their lanes, but the surface we start with is the best match for that ball's core/cover combination.

We took three different grits of Abralon® pads, 800 Abranet®, 1000 and 2000 grit Abralon®. Then we fol-

low that with Powerhouse™ Factory Finish Polish. The Abralon gives grit to the surface to increase aggression on the lane. The Polish allows the ball the necessary length to keep the angularity right where you need it.

2

COVER THAT BALL WITH SOMETHING THAT MAKES A DIFFERENCE.

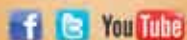
(Al,Fe,Mg) (SiAl)O₂ (OH) • nH₂O
 general chemical composition: SiO₂ 43.13-49.04%
 TiO₂ 0-27.93-37.44% K₂O+Na₂O 9-11% H₂O 3-6.17%

The 505A's MP GEN3 cover had a new performance pearl additive that helped to make the ball so angular. We knew we wanted another angular ball in the 5 series, so we took the 505A's cover and put it around the 607A SE's core.

Jason Kosby, our Product Development Engineer, found the magic combination.

"We found that the 505A's cover worked well with the Legion core," expounded Kosby. "When we altered the color, it changed the chemical composition slightly. This cover works so well that it's actually stronger off the spot than its predecessor, but it still has the angularity bowlers love."

WORLD-WIDE
 RELEASE DATE
 FEB. 2, 2012



800.837.1106 • trackbowling.com