



Momentum begins with your first step.

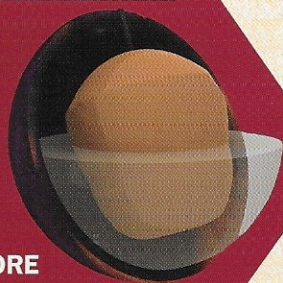


With Momentum's new NE2 coverstock, more of the ball surface meets the lane. The result is better friction, resulting in greater control in any oil condition. The Momentum comes polished, so its energy is conserved until it reaches the end of the oil pattern. This ball was designed for today's league bowling conditions. It's the dominant league ball that's missing from your bag. Columbia 300's New Era is gaining Momentum.



Columbia bowls the world over.®

THE MOMENTUM CORE TECHNOLOGY



RESURGENCE CORE

Momentum has a lower flare potential than most High Performance balls. This allows the driller to "tune in" a desired reaction by moving the pin in relation to the bowler's preferred axis point. Drill this ball stronger and you'll see more reaction than expected in the body of any oil pattern. The Resurgence core technology is so adaptable that any bowler can be successful with this core technology when proper drilling is used. Please see the drilling instructions in the box for more information.

RG CHART

RG VALUE	16#	2.47	DIFF.	16#	0.04
RG VALUE	15#	2.46	DIFF.	15#	0.043
RG VALUE	14#	2.50	DIFF.	14#	0.38

MORE CONTACT= MORE POW



HOW THE CONTACT AREA CREATES HOOK.

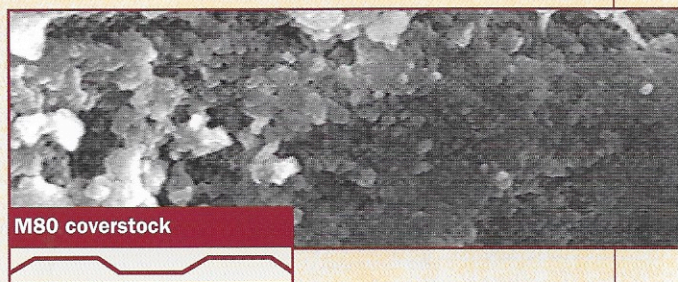
CONTACT AREA IS, LITERALLY, WHERE THE BALL'S COVERSTOCK MEETS THE LANE.

The makeup of the coverstock causes friction as it rolls and spins down the lane. The more contact area, the more friction can be created, thereby giving more control. In the end, more hook. The result is better pin carry due to the ball having more energy through the pins.

Below, we explain three types of coverstock. Columbia 300 has used one in the past (M80). Another is being used today (New Era). The newest coverstock (NE2) is featured on the Momentum. Each one's contact area grips the lane in a different way, resulting in different performance.

> **The coverstock of the PAST is the M80.**

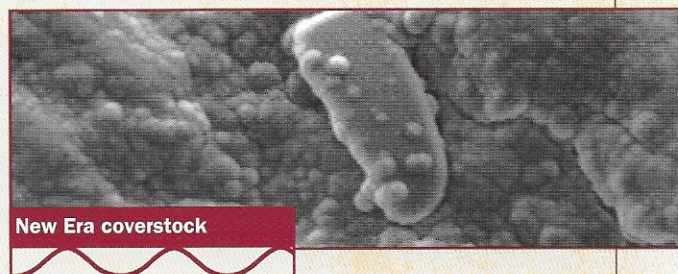
This coverstock has very subtle peaks and valleys designed to maximize the surface area of the ball. The result is a ball that has good, medium hook that performs well on blended or light oil.



EXAMPLE: RADIAL TIRES

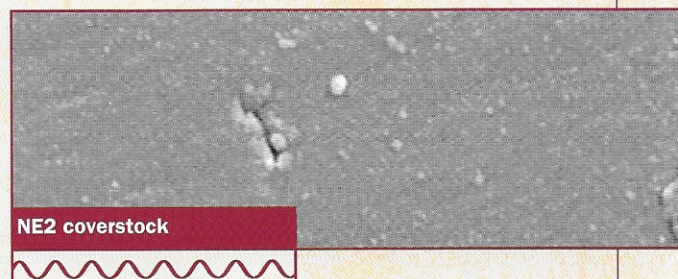
> **TODAY'S coverstock is the New Era which is used on the Resurgence.**

Its rounded peaks and valleys protrude through oil resulting in high friction. This coverstock is useful in heavy oil or patterns where the bowler is struggling to create enough friction or hook.



EXAMPLE: SNOW TIRES

- > **The NEWEST COLUMBIA 300 coverstock is the NE2, featured on the Momentum.** The peaks in NE2's shell are small, but spread over a wider surface area per square inch. This creates more lane contact. We have polished the NE2 for the Momentum, so that it conserves its energy until the end of the oil pattern. The NE2 on the Momentum will create great length and a strong controlled move on the backend of the lane.



EXAMPLE: RACING SLICK HIGH PERFORMANCE TIRES

ER

COMPARE THE HOOK

STYLE NO.	#029744-1155
COLOR	PURPLE/ORANGE/RED PEARL
REACTION	STRONG ARC
VENEER	NE2 REACTIVE
SURFACE	4000 ABRALON WITH POWERHOUSE™ FACTORY FINISH POLISH
CORE	RESURGENCE SYMMETRIC
LANE CONDITION	ANY TYPICAL LEAGUE PATTERN
WEIGHTS	12-16 LBS
HOOK RATING	IN OIL 40, BACKEND 30
TRACK FLARE	4-5 INCHES



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