

1990

PROACTIVE URETHANE™

Now, Nothing Else Matters.

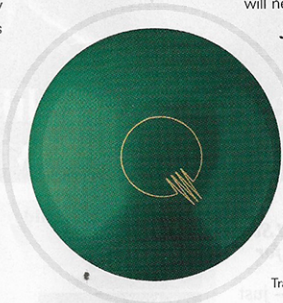
Proactively, the next step in bowling's evolution arrives, courtesy of bowling's biggest name. But not without a joint venture, a million in research, years of testing, a clutch of scientists and a ten-foot tall 'bot that bowls.

There Will Be A Test On This... Actually, Years Of Them.

Axiom is the single most tested technological breakthrough in bowling history, physically and fiscally. After three years of Brunswick and Bayer's investment in **Throbot**, we added its unique repeatability to Brunswick's **SuperCATS Tracking Lane**. Here, technicians use 24 strategic sensor points to measure ball position, speed and reaction—meaning an objective evaluation of Axiom was certain. And let us state objectively for the record: **Whoa! Axiom Proactive Urethane** completely changed the way we look at cover stock materials. Its lane-hugging traction improved surface contact, no matter what the conditions. And its tracking ability stayed true from high to low RPMs, providing more consistent and predictable roll. And that puts the control of the game back where it belongs, in the hands of the bowler.

Make The Competition Feel Jaded.

Now, all the pros of Proactive Urethane are in one never-seen-on-this-planet-before ball: **Jade Quantum**. And if you don't think future balls will be built based on Jade's Axiom Proactive Urethane, check the spec chart ... we respectfully submit that the numbers are no lie. Seriously. It's proof positive that bowling will never be the same.

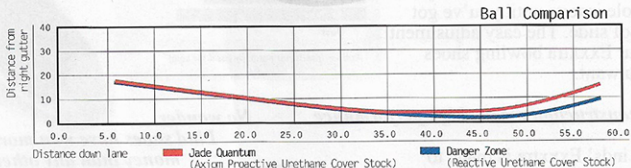
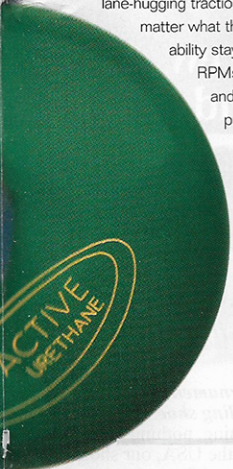


Jade Quantum

Cover Stock: Axiom Proactive Urethane
 Weights: 12 - 16 lbs.
 Hook Potential: 22-13 (dull/shiny)
 Typical Length: 1
 Typical Backend: 10.5
 Average RG: 2.75
 Track Flare: 9.3

Jade Tour Quantum

Cover Stock: Axiom Proactive Urethane
 Weights: 12 - 16 lbs.
 Hook Potential: 18-10 (dull/shiny)
 Typical Length: 2
 Typical Backend: 10
 Average RG: 4.2
 Track Flare: 4.3



Contact the Authorized Quantum Dealer near you.
 Brunswick Technology Ventures • P.O. Box 930 • Muskegon, Michigan • 49443-0930
www.brunswickbowling.com © 1998 Brunswick Bowling and Billiards Corporation