



RIDE™ Design Intent

Innovation Nation:

Originally founded in 1985 by Bill Chrisman, *High Score Products*® brought an innovative bowling ball cleaner to the marketplace. Mr. Chrisman had noticed urethane bowling balls (a relatively new innovation in ball design) were porous and tended to soak the oil from the bowling lanes. Thus, he created U-Clean U-Score™ which worked particularly well with the newer urethane coverstocks.

High Score Products remained a one product company until 1991, when availability of capital and time coincided with the opportunity to manufacture bowling balls. In fact, the original Teal Storm was one of the earliest reactive bowling balls to hit the market. This dedication to innovation continues today and rings constant and steadfast throughout the company.

Smooth Sailing:

While Storm strives to develop new bowling technology on a daily basis, know that not all cores and coverstocks are created equal. Why not? Because lane conditions, lane surfaces, and bowlers, we the people, are all unique!

And sometimes the lanes hook more than we would like. Sometimes we need something that doesn't dig deep through the oil. Maybe we want a ball to ride on top oil the oil and just cruise on down the lane...gliding its way to the pocket.

The new Ride is designed for drier lanes, and Storm incorporates both new and proven technology in this gem. For the cover, we chose the smooth and highly polished Hybrid **Reactor**™ material which refuses to acknowledge friction in the heads, the first 15 feet of the lane. And the new **Cruiser**™ core produces a modest amount of flare potential to help control your ball path as well. The Ride is consistent, reliable, and predictable, just what you need when you want a powerful hitting ball but one that doesn't 'bounce off the dry!'

Isn't it time you kicked your feet up, leaned back, and enjoyed the ride?!

Storm – We are “The Bowler’s Company”™.”



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