



**FIGHT™**

### **You Gotta Fight:**

Storm bowling balls are coveted for many reasons including premium performance, stunning appearance, and the utmost quality. Professionals around the globe rely on Storm on a daily basis. But you don't have to be a pro to appreciate a Storm bowling ball. Just look around you the next time you hit the lanes and you'll see bowlers of all skill levels rolling Storm.

So, when it came time to develop a new series of bowling balls for Storm's Thunder™ line, the R&D team set out to explore both new and proven technologies which would bring this series to life. A newly-developed weight block shape is both unique to the industry and dynamic in nature; it's sure to help you knock out the competition.

And as you will see in the CAD image, the weight block is enormous! It's the largest volume that Storm has ever produced. And when you're heading into battle, clawing and fighting for every pin possible, don't you want the biggest and baddest weapon in your corner?

### **Built to Perform at Every Level:**

With 25 years of manufacturing and R&D experience, Storm has been a growing and thriving company dedicated to serving bowlers across the globe. In fact, the Storm name still continues to grow throughout the world today.

We are 'the bowlers company™' for a reason— we are vigilantly looking out for our customers' best interests each and every day. We work hard crafting unique and special products which help you, the bowler, knock down more pins and achieve higher scores. And we're sure you'll see the benefits of this consistent effort the very minute you get your hands on the ferociously innovative **Fight™**.

The pins aren't always going to willingly lay down for you. Sometimes they put up a fight. So in development of our new Fight bowling ball, we explored some engineering concepts related to core volume, and were able to show through testing that this concept worked in creating a different break point position and shape. The difference with the **Iron Cross™ weight block** is that it is the largest weight block Storm has ever developed. And while it was challenging to create this much flare potential in a design which retains this much axis rotation, we're confident you'll see the benefits.

**Storm – the Bowler's Company™**



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