



## LOCK™

Design Intent

### Striking Results

By now you've probably seen the broadcast which documented the inspiration and perspiration which went into the development of the Catalyst™ Core which powers Storm's Crux™.

And now a similar amount of blood, sweat, and tears has gone into the development of our latest Premier™ Line release, the Lock. It has both a new core and coverstock which we are confident that you will embrace the moment you see it go down the lane.

Speaking of embrace, thanks to all of you who have embraced the Storm brand over the past 30 years. Your support has helped us become the number one brand on the PBA Tour for nearly a decade as well as the ball of choice among league and tournament players across the globe. We appreciate you!

### Unlocking Your Potential

We all have our own styles, our own games. And the 'keys' to better bowling are different for each of us. Some have all the speed in the world but lack the rev rate to match. Others have a great handle on their equipment but don't understand which ball to use and where to play on the lane.

No matter what it takes for you to bowl your best game, Storm is committed to providing the technology to help you get there. And a stronger, more aggressive bowling ball only helps you if it is stronger in the right part of the lane. If it's too early or too late you will have trouble carrying the corners, plain and simple.

To help create that perfect breakpoint, we engineered a new weight block shape and surrounded it with a nearly-lethal coverstock. Remember that the weight block is considered to be the engine of the bowling ball. This new asymmetrical **RAD-X™ Core** is built on the same platform which powered other RAD™ (Radial Accelerating Disk) designs throughout Storm's rich history. Its dynamic design with super-dense materials produces superior hook and ball motion. You can really see it rev up!

And when surrounded by the grippy new **GI-15™** hybrid reactive coverstock, the new **Lock** is sure to produce all the performance you need when battling heavy oil. It's textured game improvement technology in 2015, hence the name GI-15, that's sure to elevate you to the top. With Storm in your hands, you're a lock to win!

**Storm - We are "The Bowler's Company™."**



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