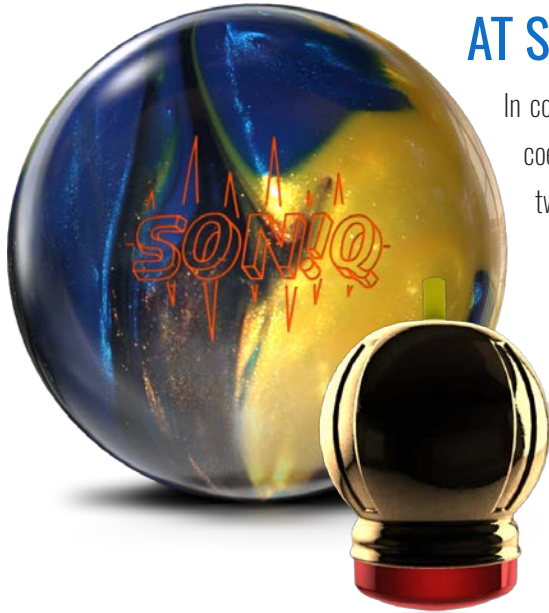




# SON!Q



## AT SUPERSON!Q SPEED

In continuum mechanics, the Theory of Sonics is the transmission of energy through vibrations. The coefficient of restitution can be defined as the ratio of the final to initial velocity difference between two objects after they collide. We've harnessed more energy than ever in the all-new Son!Q.

## FACTS THAT FIT THE THEORY

The Son!Q is the progeny of one of the most dominant shapes in the Storm lineage: the Centripetal™ Core. Since its inception, the evolution of the design can be traced across the Centripetal™ Low Flare Core, C<sup>3</sup>™ Centripetal Control Core, and now the Centripetal HD Core.

At first glance the Centripetal HD Core may look familiar, but deep down is where the magic truly happens. It is the densest core of any Storm ball to date producing an RG value of 2.47. Storm's

tester for the project, Alex Hoskins, said "The Son!Q created a unique shape down the lane. The cover kept it clean through the front, but the core kept it predictable off the end of the pattern." The results yielded the perfect blend of continuation and control from any angle he decided to play. When a ball makes impact and doesn't have a direction of motion that is in-line with the centers of gravity of the pins, some of the energy that would have been available for the post-collision pin velocity will be lost to rotation and friction. Because the Centripetal HD Core's center of gravity is extremely low, it consistently impacts the pins at the perfect spot every time maximizing carry.

The engine is important, but we can't forget about the part of the ball that's in contact with the lane. R2S is synonymous with the Storm name. Consistency breeds familiarity, and familiarity breeds confidence. You can be confident that R2S Pearl will give you everything you've come to expect from it: easy glide with the most consistent dry-lane friction of any coverstock ever. It's been Storm's benchmark shell for 10 years and counting.

The Son!Q assumes its place on the throne next to the Hy-Road™, Frantic™, and !Q™ Tour as another crowning benchmark option for any style of play. Storm continues its reputation as the innovative leader earned through decades of research and experience in the field. We are "The Bowler's Company™."

## TECHNICAL DATA

### COVERSTOCK

*R2S™ Pearl Reactive*

### WEIGHT BLOCK

*Centripetal™ HD Core*

### FACTORY FINISH

*1500-grit Polished*

### BALL COLOR

*Blue / Bronze / Gold*

### FLARE POTENTIAL

*5-6" (Medium-High)*

### FRAGRANCE

*Gingerbread Smores*

"Because the Centripetal HD Core's center of gravity is extremely low, it consistently impacts the pins at the perfect spot every time maximizing carry."

