

## **The Babolat Pure Drive Racquet: the story continues...again!**

*Babolat announces a line extension of the new generation of Babolat Pure Drive tennis racquets – the brand new Pure Drive Lite and the enhanced Pure Drive 107. The new Pure Drive racquets have been enhanced with Babolat's exclusive GT Technology.*

**Aug. 11, 2009** - [PRLog](#) -- Boulder, Colorado – Babolat, leading manufacturer of tennis racquets, announces a line extension of the new generation of Babolat Pure Drive tennis racquets – the brand new Pure Drive Lite and the enhanced Pure Drive 107. As powerful and maneuverable as ever, the new Pure Drive racquets have been enhanced with Babolat's exclusive GT Technology with Graphite Tungsten bringing a performance boost to the game.

Babolat launched the newest generation of the Pure Drive racquets in May 2009. Andy Roddick has been enjoying phenomenal success with his new signature Pure Drive racquet, the Pure Drive Roddick, and Kim Clijsters is set to make her comeback with the new Pure Drive flagship model.

The Pure Drive Lite is one of two new racquets that complete the Pure Drive range. This brand new model is designed for expert/advanced players with a medium to full swing. The new Pure Drive 107 has better balance than the previous model and is also lighter and stiffer. The perfect balance between power and precision remains the same throughout all Pure Drive models.

### **GT Technology**

GT technology is a customized performance booster with a hybrid material that combines braided carbon fibers and tungsten filaments, which is integrated throughout the entire racquet. This improves the racquet's overall construction and strengthens the frame to reduce torque for more precision. Adding tungsten also provides 10% additional energy recovery for even more power. This is all done without altering the racquet's feel. GT Technology can be found in all the new Pure Drive Models.

“Tungsten's robust, physical properties make it ideal for use in industries like sporting goods and even aerospace,” said Folco Canonico, International Product Group Manager. “In the new Pure Drive, Tungsten is combined with layers of graphite resulting in improved frame construction. The technology acts as a performance booster.”

The Pure Drive has enjoyed success on the courts as well as commercial success with close to 1.5 million units sold in more than 120 countries since its debut. Number one in sales for tennis specialty stores in the US, the Pure Drive has been named the “Racquet of the Decade” by TENNIS magazine.

### **The 2009 Pure Drive racquet range extension**

Available in tennis pro and specialty stores August 18, 2009.

#### **Pure Drive Lite**

For expert and advanced players with a medium to full swing

Head size: 100 sq. in

Weight: 9.7 oz. (unstrung)

Balance point: 7 pts. HL

Length: 27 in.

Technologies: GT, Cortex, Woofer

Suggested retail price (unstrung): \$185.00

### Pure Drive 107

For the advanced player with a medium to full swing

Head size: 107 sq. in.

Weight: 9.9 oz. (unstrung)

Balance point: 5 pts. HL

Length: 27.2 in.

Technologies: GT, Cortex, Woofer

Suggested retail price (unstrung): \$185.00

### ABOUT BABOLAT

Founded in Lyon, France, in 1875, Babolat is the first company to have specialized in racquet sports and the world leader in the production of natural gut strings. Easily recognized by its trademark “double-line” (two stripes on the racquet frame and black on the stringing bed), Babolat is still family-owned. Today, with U.S. operations in Boulder, Colorado, the company also manufactures synthetic strings, shoes, accessories and a best-selling line of racquets. Babolat equips 20% of the top 100 players in the ATP and WTA including Rafael Nadal (Spain, #2 ATP), Andy Roddick (USA, #5 ATP) and Dinara Safina (RUSSIA, #1 WTA). To find out where Babolat products are sold, log on to [www.babolat.com](http://www.babolat.com) or call (877) 316-9435.

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