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PGA TOUR, Trackman continue two-decade relationship with renewed agreement

Renewal, through 2030, continues association that first began in 2006

PONTE VEDRA BEACH, Florida – The PGA TOUR announced today a renewed agreement with Trackman to continue utilizing the club and ball tracking and tracing solution in both broadcast elements as well as on the driving range at Signature Events across the PGA TOUR season.

The renewal, through 2030, continues a relationship of more than two decades between the TOUR and Trackman, which first began working together in 2006.

“Since first beginning our relationship twenty years ago, Trackman technology has assisted PGA TOUR players in fine-tuning their skills while helping the PGA TOUR and our network partners elevate the experience for viewers at home,” said Ken Lovell, PGA TOUR Senior Vice President, Golf Technologies. “As we further enhance and modernize offerings for our fans, we are pleased to do so with the added support of Trackman and its advanced solution.”

“We’re honored to be chosen again by the PGA TOUR. Since our first collaboration in 2006, our partnership has delivered game-changing performance insights for the world’s best players and unparalleled experiences for fans,” said co-founder and CEO of Trackman Klaus Eldrup-Jørgensen. “We look forward to extending this relationship through 2030 and, together with the PGA TOUR, developing innovative solutions that will elevate the fan experience even further.”

Trackman is a key component to the PGA TOUR’s ShotLink powered by CDW technology, a real-time data collection and scoring system that the TOUR recently rebuilt from scratch. When a ball is hit, ShotLink sensors – using 150 4K cameras and 36 state-of-the-art Trackman radar tracking units – combine to capture ball-in-motion data for every shot on the golf course, transmitting that data in real time to stakeholders around the world.

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About PGA TOUR

By showcasing golf's greatest players, the PGA TOUR engages, inspires and positively impacts our fans, partners and communities worldwide.

The PGA TOUR, headquartered in Ponte Vedra Beach, Florida, co-sanctions tournaments on the PGA TOUR, PGA TOUR Champions, Korn Ferry Tour, PGA TOUR Americas and administers PGA TOUR Q-School presented by Korn Ferry and PGA TOUR University. TOUR members represent the world's best players, hailing from 28 countries and territories. Showcasing the biggest moments in the sport with history and legacy on the line, the PGA TOUR has long-term domestic distribution partnerships for broadcast coverage on CBS, NBC and Golf Channel and video streaming service on ESPN+. Internationally, PGA TOUR coverage is available across 200+ countries and territories in 30 languages via 39 broadcast and digital partners. Virtually all tournaments are organized as non-profit organizations to maximize charitable giving, and to date, tournaments across all Tours have generated more than \$4 billion.

Fans can follow the PGA TOUR on the new PGA TOUR app and PGATOUR.COM, and on social media channels,

including [Facebook](#), [Instagram](#) (in [Spanish](#), [Korean](#) and [Japanese](#)), [LinkedIn](#), [TikTok](#), [X](#) (in [English](#), [Spanish](#) and [Japanese](#)), [WhatsApp](#) (in [English](#) and [Spanish](#)), [WeChat](#), [Weibo](#), [Toutiao](#) and [Douyin](#).

ABOUT TRACKMAN

Trackman is the world's leading developer of radar and optical tracking technology for use in golf performance analysis. Once exclusive to elite players and coaches, our products are now enjoyed by millions of golfers of all skill levels, with more than three billion shots tracked over the past year alone. The iconic Trackman 4 launch monitor is trusted by 1,000+ tour players, 15,000+ teaching professionals, equipment manufacturers, and clubfitters to provide ultra-precise data on all aspects of club motion and ball flight. With over 50,000 Trackman-powered bays worldwide, our Trackman Range and golf simulator solutions feature the best game improvement, virtual golf and entertainment software in the industry. Trackman business tools empower entrepreneurs to operate their facilities more efficiently and profitably. Trackman is the official provider of club and ball tracking and tracing data to the PGA Tour for broadcast on TV and digital platforms.

Established in Denmark in 2003 and founder-led ever since, we continue to push boundaries through relentless innovation, powered by a global team of 850+ specialists that includes the largest R&D team in golf. Because the journey to better never ends, and it's never made alone.

TRACKMAN. FOR A BETTER GAME.