

"I went into the room and there was Dick De La Cruz who helped me design King Cobra and is one of, if not the best, designers in the business," McClure says. "he worked with Ely Callaway for years. He's kind of an unsung hero of Golf. There are so many products that have been home runs in the marketplace that he's had his hand in."

*Mark McClure*

*As Seen in  
PGA Magazine  
October, 2001*



## The DeLaCruz Golf **I-TEQ™ PRINCIPLE™** (Idea Technology™)

### **INNOVATION**

DeLaCruz Golf develops products from all innovative sources. Metals, composites, computer dynamics.

### **TECHNOLOGY**

DeLaCruz Golf will combine this knowledge and experience with current technology to create superior looking and performing golf equipment, the cutting edge of the industry.

### **EXPERIENCE**

Mr. De La Cruz's education experience and past success has been and is the formula being used by DeLaCruz Golf.

### **QUALITY**

DeLaCruz Golf makes quality a priority in its design components, assembly and delivery of all of its products. DeLaCruz uses the best suppliers for its golf equipment. Companies such as True Temper™ shafts and Golf Pride™ grips.

THE I-TEQ PRINCIPLE  
COMBINES INNOVATION---  
TECHNOLOGY---EXPERIENCE---  
QUALITY---to create products  
that provide pride of ownership,  
add enjoyment to the game, and  
give lasting value.



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**DELA CRUZ**  
GOLF

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