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GOLF

BRIDGESTONE GOLF INTRODUCES e6 SOFT TREADLINE GOLF BALL FEATURING TIRE TREAD-INSPIRED 360 ALIGN TECH

Inspired by Traction, Engineered for Precise Aim, Built for Confidence

[Link to High-Res Imagery](#)

COVINGTON, Ga. (June 23, 2026) – [Bridgestone Golf](#), the #1 Ball-Fitter in Golf, today introduced the new e6 SOFT TREADLINE golf ball with 360 Align Tech. Currently the longest-running and best-selling golf ball franchise in Bridgestone Golf history, the e6 SOFT now comes with groundbreaking 360 Align Tech, inspired by the tread of the Bridgestone Dueler A/T Ascent tire.

As with past e6 models, the new e6 SOFT TREADLINE features a large, soft, fast core with gradational compression engineered for extreme ball speed and distance. A soft, seamless Surlyn™ cover provides excellent durability and enhanced feedback at impact, while Bridgestone’s advanced aerodynamics provide in-flight stability. This combination of design elements helps golfers to achieve high launch and low spin off the tee for optimum ball speed and distance, with ample short game feel and performance around the greens.

The signature feature of the new e6 SOFT TREADLINE, however, is its 360 Align Tech which incorporates a 360-degree treadline alignment aid designed to help golfers execute a variety of elements in their game more effectively including:

- Align putts more precisely
- Visualize start line and roll more accurately
- Square the putter face more consistently
- Aim shots with greater confidence
- Build a repeatable setup and pre-shot routine

Unlike many traditional alignment aids, the 360 Align Tech tread pattern is inspired by the Bridgestone Dueler A/T Ascent tire to wrap 360 degrees around the golf ball, to provide a visible alignment reference from all vantage points. On the road, tread patterns are engineered to inspire confidence in changing conditions. On the golf course, the e6 TREADLINE with 360 Align Tech applies the same philosophy to shot alignment, designed to deliver cleaner setup visuals, improved target awareness and greater overall confidence.

“Our research showed golfers are increasingly looking for more advanced visual alignment technology both on the tee and on the greens, and the 360-degree TREADLINE pattern is designed to deliver a highly effective solution in both environments,” said Adam Rehberg, senior marketing manager of golf balls at Bridgestone Golf. “By integrating design inspiration from the Bridgestone Dueler A/T Ascent tire, we were able to create a performance-driven alignment system with a unique connection to the broader Bridgestone brand.”

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The limited-edition two-piece Bridgestone e6 SOFT TREADLINE is now available at retail for \$23.99 per dozen. For help selecting which premium Bridgestone Golf ball model is right for them, consumers should visit bridgestonegolf.com and try [Bridgestone's Golf Ball Selection Guide](#).

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About Bridgestone Golf

Bridgestone Golf manufactures premium golf balls, clubs and accessories under the Bridgestone and Precept brands. The company started making golf balls in 1935 and beginning in 2006, revolutionized golf ball selection with its custom ball-fitting program, identifying a golfer's ideal golf ball based on personal swing characteristics. Today, as the #1 Ball-Fitter in Golf, Bridgestone has conducted over four million fittings via a combination of live-fitting, online selection, OTTO Autonomous Ball Fitting. The consumer data gathered from ball-fitting continues to inspire Bridgestone's innovative new golf ball designs, yielding industry-leading performance products for the entire range of players, from recreational golfers to the best in the world. Bridgestone Golf has also pioneered the development of MindSet technology, the only visual golf ball technology aimed at improving on-course mental focus and concentration. Bridgestone Golf is proudly represented on international professional tours by Tiger Woods, Jason Day, Kurt Kitayama, Harry Hall, Fred Couples, Matt Kuchar, Brandt Snedeker, Chris Gotterup, and Boo Weekley. Bridgestone Golf is a wholly owned subsidiary of Bridgestone Sports Co. Ltd., headquartered in Tokyo. More information: bridgestonegolf.com.

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