



## Superhero Pitches Golf Balls (So You Can Putt Them)



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As a golf video visionary — see my work at [nytimes.com/golf](http://nytimes.com/golf) — it is my duty to apprise the golf community of other notable works in the genre. Hence, golf's first rap video presented by, of all people, Top-Flite golf balls. You know the brand, often regarded as a nonpremium ball (though nonetheless used by millions). Top-Flite is working to remake its image with a rapping golf superhero in a tight leotard named D2 Man (so named after the company's new D2 balls).

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The video is hilarious marketing. Titled "Never Lay Up," it has already been viewed more than a million times on YouTube. Accompanied by backup singers and a tricked-out golf cart, D2 Man is here to stamp out wimpy play. Sample lyrics (it helps if you nod your head to the beat):

*"Let me paint a picture so it's real vivid  
When we're on the links and you go timid  
I'll be in your face getting crazy loco  
Playing safe golf is like sipping cocoa.*

*If you ever lag a putt or play to lay up  
I'll be in your face yelling, "Yo, wassup!"*

Rap may not revolutionize the golf-ball industry. But no one will ever again believe that people used to play this game in Sansabelt slacks.

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