

## The Medicus Driver

# "Learn to Drive Like a Pro" from Mark O'Meara

By Leonard Finkel

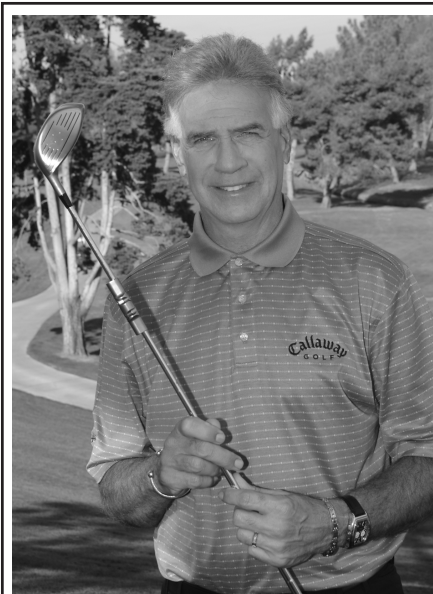
Do you want to drive like a pro? To add 20 yards or more off the tee? In surveys of golf professionals by Golf Digest, the Medicus dual-hinge swing trainer was chosen as the most effective training aid seven years in a row. More than 1,000,000 golfers use the product. Thousands of teaching pros use it too. Speaking of his golf students, Davis Love's long time instructor and 1995 National PGA Teacher of the Year Jack Lumpkin confidently states, "We put this (Medicus) in their hands and in a very short time; they're hitting the ball better." That translates into greater distance, more fairways hit and therefore, lower scores. Mark O'Meara adds, "Using a Medicus will put you in the proper positions in the golf swing to get the results you're looking for." Isn't that what every golfer is searching for?



Medicus provides instant feedback identifying proper and improper swing plane positions and good and bad tempo. At any given point during the golf swing, the Medicus will "break" when the club is either off plane or swung with poor tempo but stays intact during a solid golf swing. Using Medicus will build the feeling of a fundamentally sound swing in muscle memory. According to inventor Bob Koch, "The Medicus forces you to use the big muscles. Using the small muscles will cause it to break down." Being a real golf club as well as a training aid, golfers are encouraged to actually hit balls with Medicus, a distinct advantage over most other golf training aids.

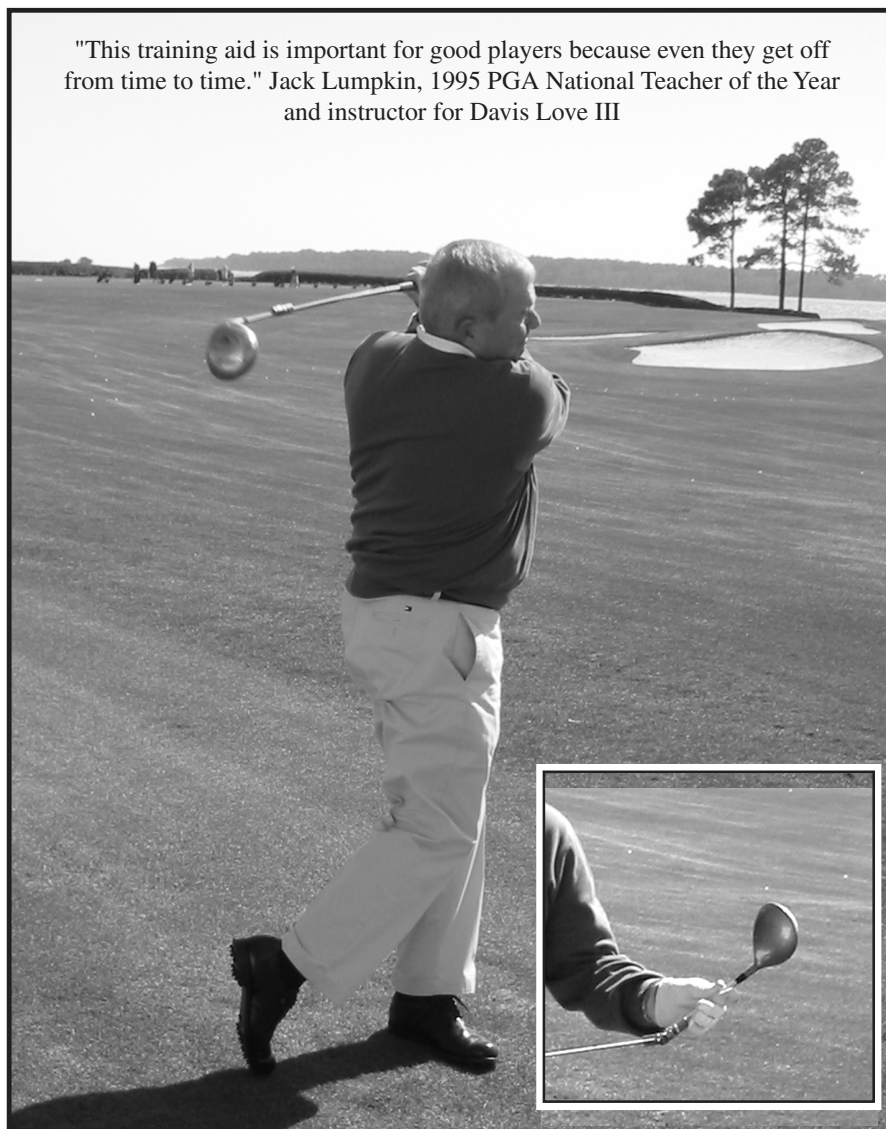
So what would you do if you had the best selling product in the market for seven consecutive years? Medicus surveyed golfers to find out what make and model driver golfers were hitting

off the tee, and to their amazement they found that most golfers didn't hit a driver. Instead, they were hitting two irons, three woods, anything but driver. Most players sampled had fairly expensive drivers but couldn't hit them. The most expensive club in the bag wasn't being used. Since driver was the club most people needed help with, they began asking, "If there was a hinged driver, would you be interested in getting one?" The resounding answer was yes! So responding to customer demand, Medicus developed its new dual-hinge driver. Because golfers tend to over swing with a driver, they generally start by casting or coming over the top, which the Medicus driver will detect immediately. According to Hank Haney (Tiger's swing guru), "A swing path that travels too far inside, causes the Medicus to break. This flaw in the initial take away is what leads golfers to bring the club down outside and come over the top."



Before every round of golf, including practice rounds, Bruce Fleisher always swings a Medicus. He says that, "It keeps you on plane and slows your tempo. The more you swing it the better you'll get at it." When he's asked why he still uses the Medicus his answer is simple. "Because it works!"

"This training aid is important for good players because even they get off from time to time." Jack Lumpkin, 1995 PGA National Teacher of the Year and instructor for Davis Love III



The driver is so difficult to hit because of several factors; with the longest shaft, it's obviously a more difficult club to control through the wider arc of the swing. Because it has far less loft than any other club, it's very unforgiving, making it extremely difficult to control the ball flight off its face. You almost need to hit it perfectly, because there is no margin for error. Now, practicing with the Medicus driver, golfers can train and ingrain the feel of a sound driver swing.

## A Device that Works

The Medicus comes standard with dual interactive hinges, specifically designed to break as flaws occur during the golf swing. The club is initially set up for the higher handicap player with easily adjustable hinges that allow the better player to alter the tension and make the club more sensitive during the swing. It also allows for incremental adjustments for all golfers as they continue to improve their swing technique and tempo. The human body learns in slow motion and swinging slow and smoothly illuminates even minor swing flaws. Practicing for just a few minutes per day can work wonders. For novice golfers, using Medicus is a great way to help develop the correct feel of the golf swing and keep from developing bad habits. Coincidentally, the most effective use for the patented Medicus dual hinge is in the driver.

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Medicus  
information:**

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