

Fit for You

TaylorMade Performance Labs make custom-fitting easy

BY LEONARD FINKEL



Two things are true in golf today: Custom-fitting is all the rage and TaylorMade dominates the marketplace. TaylorMade's Motion Analysis fitting system validates their technology. They started by testing staff touring pros in limited locations at "performance labs;" in the last few years, however, these facilities have become available to the general public, including labs in Plano (at Gleneagles Country Club) and Houston (The Golf Club of Houston). The goal is to deliver equipment that will perform better and help golfers play better.

Matt Saternus of Pluggedingolf.com recently wrote, "A fitting at the TaylorMade Performance Lab is unlike anything else in the industry. Say what you will about TaylorMade, but they know how to make an impression, and this is absolutely true of their TM Performance Labs. Final result: 13 extra yards of carry *and* a steeper landing angle. Fitting matters, folks."

Plus, the Labs have a special arrangement that allows them to ship custom-made clubs within 48 hours.

The first step is capturing the motion of the body from head to toe, as well as the shaft and clubhead. Nine strategically placed high-speed cameras connect to a computer and each creates an instant-

aneous live picture of you swinging the club, measuring everything to 1/10 of a degree. Analysis based on that information advises what specific equipment each player should be using. Some of the most important measurements include clubhead speed, hand speed, ball speed and spin, swing path and plane, trajectory etc.

"This is the most sophisticated system, with millions spent in development by TaylorMade," said founder Herb Meistrich. "The difference between this and other fitting systems is like the difference between a hot air balloon and the space shuttle. Other systems tell you what happens from impact out, while we capture and measure everything you do from the beginning of the swing to your finish. If you hit every shot perfectly you don't need to be fitted but if you don't, we'll make your misses better."

At all labs, more than half the business comes from customer referrals. Often, after the first member of a foursome comes in, the others soon follow.

Exciting New Products

SLDR is a revolutionary product line featuring a sliding weight system engineered to launch the golf ball high. Tests show this driver is the longest in the company's

history. The key to the leap in distance is a lower, more forward center of gravity (CG) promoting a hotter launch, low spin and faster ball speed. It features a 20-gram weight that slides on a track located on the front of the sole. Movable weight shifts the CG toward the heel to promote a draw or the toe for a fade, delivering a shot-dispersion of up to 30 yards. The weight slides on a 21-point track system that never comes loose from the clubhead.

SLDR fairway woods and Rescue clubs combine two of TaylorMade's most recent innovations: Speed Pocket technology and an exceptionally low-and-forward center of gravity location. The new Speed Pocket is smaller, creating faster flexion across the face at impact, promoting faster initial ball speed across a wider portion of the face and delivering consistently longer distance.

Simplified Fitting

The Performance Lab is introducing a new program to provide a custom-fitting consultation over the phone. Though a live fitting is preferred, TMPL pros are better able to recommend clubs than a normal club pro or retail store because they have significantly more experience in seeing how various factors affect performance. The process cannot be done on the Internet because TMPL technicians will need to guide each golfer through the fitting process. Customers can then be confident their clubs have been built by the custom department at the TaylorMade factory, the same exacting technicians who build clubs for pros on Tour. Though custom built, pricing is guaranteed to be equal to the lowest price of any authorized dealer, with free shipping.

Schedule a fitting in Plano (972-805-2929) or Houston (281-459-7890). Mention *AVIDGOLFER* and receive \$100 off a full fitting. For a free Performance Lab fitting over the phone, call 619-297-8700. Custom-fitted TaylorMade clubs include free future adjustments. info@TMPLabs.com **AG**