

TaylorMade Performance Lab

Custom Fitting Made Easy

By Leonard Finkel

When considering the purchase of new golf clubs, be it one club or an entire set, there is no doubt that for golfers of all handicaps, custom fitting is the best way to go. The reason is that equipment that is built to fit a specific golfer will allow that golfer to perform better. Because golfers are built differently with different strengths and weaknesses, they need clubs that are designed to maximize their potential; just like the pros.

Ten years ago, TaylorMade developed the world's most advanced, sophisticated and accurate fitting technology. Originally available only to touring pros, it has been available to the general public for almost ten years, and the TaylorMade professional fitters who have been using it are the most knowledgeable fitters in the entire industry.

With locations in over twenty cities in the US and UK, it may not be convenient to visit a TaylorMade Performance Lab. The solution, custom fitting by phone! Though it would be better to experience a live fitting, TMPL pros are better able to recommend clubs than store clerks or club pros because all they do is fit golf clubs. They have significantly more experience in seeing how a multitude of factors affect performance. Through a series of probative questions, TMPL fitters can guide any golfer through the fitting process in order to create specifications that will deliver positive results. All clubs ordered will be built at the TaylorMade factory by the custom club department, the same exacting technicians who build clubs for touring pros, and they will normally be shipped within 48 hours. Though custom built, pricing is guaranteed to be equal to the lowest of any off the shelf clubs from an authorized dealer, with free shipping.

Get Fitted for Exciting New Products - Driver- Irons- New MINI

The new SLDR driver is a revolutionary product featuring a sliding weight system engineered to launch the golf ball high. Tests show this driver to be the longest in company history. The key to the leap in distance is a lower, more forward center of gravity 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.



The movable weight shifts the center of gravity toward the heel to promote a draw or to 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

The Revolutionary New Mini

Based on observations of and by their Tour players, TaylorMade designed a fairway wood to perform better off the tee as well as perform superbly off the ground. Among other things, they came up with a 260 cc head; approximately 100 cc's larger than traditional clubs. The new SLDR Mini is more forgiving with a faster face and considerably longer off the tee. Specially designed for players that have difficulty with drivers, this club not only delivers additional distance off the tee compared with other driver replacements, it delivers control and accuracy, enabling golfers to build a level of confidence they cannot achieve using their drivers. All this while still maintaining performance features that allow it to be hit consistently off the ground.

Irons

The new SLDR irons are engineered for golfers seeking a classic clubhead in terms of shape, size and finish, combined with the distance-enhancing and yardage-consistency benefits of TaylorMade's Speed Pocket technology. Characterized by a slot that enables a large area of the face to flex and rebound at impact, the result is a faster ball speed, higher launch angle and a steep, quick stopping descent.

Simplified and Effective Professional Fitting on the Phone.

For a free TaylorMade Performance Lab phone fitting call 619-297-8700. Custom fitted TaylorMade clubs include free shipping. TMPLabs.com