

# TOUR REPORT

## 2016 Northern Trust Open

Following a dramatic victory along the shores of the Monterey Peninsula by TaylorMade Tour staffer Vaughn Taylor, the tour truck headed south to Pacific Palisades and the historic Riviera Country Club, host of the Northern Trust Open since 1926.

One of the players' favorite stops of the year, it was a busy week for the Tour team as the momentum of M has shown no signs of slowing down.

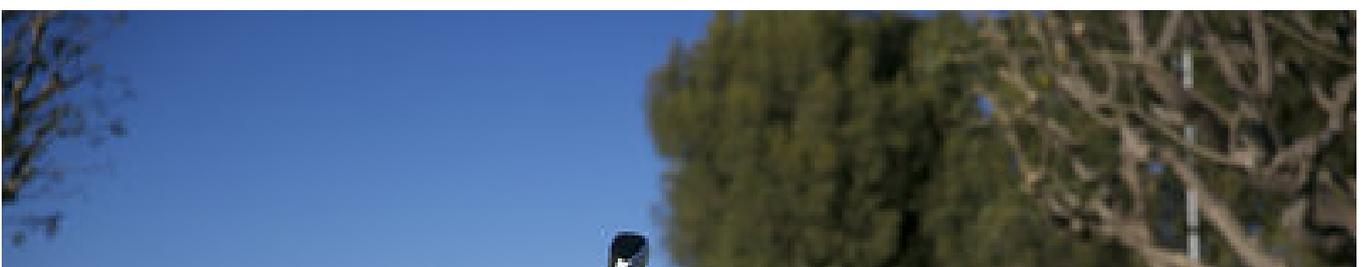


This week, there are **46 M drivers in play** (24 M2 & 22 M1), which is more Callaway, Ping, Nike, Bridgestone, Cobra, and PXG combined.

Here are more notable equipment changes made by our Tour staffers this week:

**Dustin Johnson** put new irons in play for the first time in 2 years. Dustin switched to PSi Tour due to increased consistency with flight and distance gaps. His misses are also performing more similar to his solid shots.

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DJ also switched out of his M1 driver to an M2. He originally didn't like the softer sound and feel of M2 but after weeks of testing on trackman, DJ couldn't deny the performance gains on off-center hits.

DJ also entertained us by getting close to the camera man at a photo shoot we conducted just before the Northern Trust Open at Mountain Gate CC in LA. We asked him to hit the camera to showcase our EF Tour Preferred wedges, combined with our Tour Preferred golf ball...well, check out these two videos...

And from the camera man's angle...

**Justin Rose** is now fully M2 in driver, 3 and 5 woods. He was the earliest adopter of the M2 driver for the forgiveness. The fairways were initially too long for his gapping but he continued to test as he wanted the added forgiveness in his fairways as well. He ultimately went with higher loft and overall shorter club length to reach his desired distance gapping.

**Shawn Stefani** has been playing an R11s since 2012. He switch to an M2 driver this week, which is a HUGE testament to its performance. The low back CG has helped Shawn achieve a more repeatable flight. Ball speeds and launch conditions were massively improved from his R11s and he was excited to tee it up with the new big stick at the Northern Trust.

**Ernie Els** has been playing in Europe and arrived at Riviera with M2 driver, M1 3-wood, PSi Tour and a

TP X '16 golf ball. He added a M1 5-wood for Riviera to hit it higher and land it softer on the expected rock hard greens that tend to firm up over the weekend.

**Retief Goosen** switched out of his AeroBurner driver for an M2 9.5°. Ball speed was a little faster off the center, but M2 has far less drop off in ball speed with off-center shots compared to his Aeroburner.

**Brian Harman** tested a number of M1 and M2 fairways this week. He opted for M2 for the forgiveness and the way the club interacted with the turf. M2 is longer than anything he's played so he can add additional loft, which ultimately makes it easier to hit consistently.

**John Huh** introduced a PSi Tour/CB combo this week. John prefers the look and feel of PSi Tour (8-p), but plays 4-7 in the CB variation for added height and forgiveness with longer irons. He also put an M2 19° degree hybrid in the bag which he carries 225 yards with

zero roll out, perfect for the firm Tour greens.

Check out our full gallery at:

Tour Report - 2016 Northern Trust Open

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#### ABOUT TAYLORMADE GOLF

##### **About TaylorMade Golf Company**

Headquartered in Carlsbad, California, TaylorMade Golf Company sells golf equipment, footwear, apparel and accessories under the TaylorMade, adidas Golf, Adams and Ashworth brands. TaylorMade Golf Company posted 2014 sales of €913 million.

##### **About the adidas Group**

The adidas Group is a global leader in the sporting goods industry, offering a broad portfolio of footwear, apparel and hardware for sport and lifestyle around the core brands adidas, Reebok, TaylorMade and Reebok-CCM Hockey. Headquartered in Herzogenaurach, Germany, the Group employs more than 55,000 people across the globe and generated sales of around € 17 billion in 2015.

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