

TaylorMade Golf Company Announces Next Generation of M Metalwoods

Re-Engineered Multi-Material Construction Methods Take Performance & Personalization to Unprecedented Levels

Carlsbad, Calif. (December 6, 2016) – TaylorMade Golf, makers of the No. 1 Driver in Golf* and the winningest drivers on the PGA TOUR in 2016 with its M family of drivers, have pushed the boundaries of golf club engineering with the next generation of M metalwoods, highlighted by the new M1™ & M2™ drivers, fairways and hybrids. Last year, M1's engineers successfully endeavored to combine the perfect blend of form and function in the club's aesthetics and club alignment, focusing on the utilization of new materials like never before. In 2017, TaylorMade is elevating performance once again by focusing on materials and geometry designed to deliver improved launch conditions, increased personalization and more forgiveness for every golfer, answering the challenge to once again design the best-performing drivers in company history.



M1 Driver

By way of a new, lower density Titanium alloy called 9-1-1 and an added carbon toe panel that accounts for a total of 43% more Carbon composite than its predecessor, the new M1 460's mass properties have been optimized to deliver optimal launch conditions, more personalization and increased forgiveness. The iconic two-tone crown of the M1 driver incorporates a proprietary 6-layer Carbon composite panel that is precision-fit to the skeletal titanium body using an FF2FF process—a breakthrough engineering technique that results in craftsmanship of the highest quality with manufacturing repeatability for consistent, aggressive looks and undeniable performance.



The M1's revolutionary construction methods allowed engineers to step outside of the box of traditional shaping, leveraging these new techniques into the next generation of TaylorMade product design. One of the primary features is the utilization of a recessed Carbon toe panel that put TaylorMade's engineers on a new runway of design.

The new Carbon composite crown in the new M1 saves more weight because the composite is 10% thinner, the bonding ledge is 18% shorter and the adhesive is half the thickness than the original M1. Furthermore, the new M1 also has a composite sole panel which utilizes the same thinner composite, shorter ledge and thinner adhesive approach as the crown. The combined weight savings of the new M1 composite crown and sole panel construction is 8g lighter than an equivalent titanium construction.

This, combined with the 3g savings from the 9-1-1 lower density titanium results in a total of 11g savings compared to a conventional titanium head such as that found on the R15 driver and more than twice the weight savings than the first generation M1.

In saving this critical weight, engineers were able to design a new, more aerodynamic T-Track system that houses 27g of moveable weight (2g more than the first generation M1), 12g of which reside in a re-designed back track that has been lengthened by 12.7 mm (19% longer) giving the golfer more high-to-low adjustability (64% more CG movement). The 15g located in the front track allows for the weight to be distributed from heel to toe (7% more than its predecessor) and the adjustment to their draw or fade bias by up to 25 yards. Engineers used the extra discretionary weight to make the footprint of the clubhead larger (4%) leading to a higher moment of inertia for more forgiveness.

The new M1's CG is lower than that of its predecessor which results in a CG projection that is even closer to the center of the face for a hotter trajectory and more ballspeed protection at all impact locations. TaylorMade engineers relied on proven internal acoustic management techniques and modified them as necessary to meet the demands of new materials and shaping. The result: the re-definition of best-in-class sound to control vibration and pitch at impact. Combined, TaylorMade has delivered maximum distance and forgiveness through multi-material use and complete personalization.

New to the next-generation of M drivers is a 440cc model, which utilizes a slightly smaller head, deeper face and 30g of moveable weight, working in unison with all of the same technologies as its larger 460cc counterpart.

Both the 460 and 440cc models feature a new 4-degree ultra-lightweight aluminum loft sleeve (back sleeve compatible) and three new stock premium shafts: Fujikura XLR8 Pro 56 (hi-launch), MRC Kuro Kage Silver Dual Core TiNi 60 (mid) and Project X HZRDUS Yellow 65 (low), three of the most popular shafts on Tour and with consumers alike, along with a new premium performance Lamkin UTX grip with cord for greater durability and all-weather performance. TaylorMade is also once again offering more than 30 additional premium custom shaft options at no upcharge, having partnered with many of the industry's leading shaft manufacturers to deliver golfers a plethora of options to personalize their M1.

Availability & Pricing

Available on January 27, 2017 at \$499.99 USD, the M1 460 driver will be offered in 8.5°, 9.5°, 10.5° & 12° loft options, while LH models will be offered in 9.5° and 10.5° lofts. The M1 440 driver (RH only) will be offered in 8.5°, 9.5° & 10.5° loft options.



M1 Fairway

In designing the new M1 fairway, TaylorMade's engineers strove to challenge convention that a fairway wood cannot be both adjustable and also incredibly long. Constructed with a 450 stainless steel body, strong Ni-Co C300 face and same 6-layer Carbon composite crown as the M1 driver, the completely re-designed and reshaped M1 fairway has a track system that has been shifted more rearward to make room for a new open channel Speed Pocket designed to deliver more ball speed & more forgiveness.

Similar to the evolution of titanium casting, the steel fairway castings have also been pushing the limits of manufacturing to achieve thinner and thinner crown thicknesses every year. Thus, TaylorMade turned to carbon fiber to unlock a new runway of design. Similar to the M1 driver, a carbon fiber crown is bonded onto the head of the new M1 fairway by way of the same FF2FF manufacturing process and replaces the majority of the steel that was formerly on the crown and also lowers the center of gravity. The track was moved back behind the Loft Sleeve pocket in order to make room for a through-slot which promotes faster face-flex and ball speed on mis-hits low on the face and also reduces backspin leading to more overall distance. The sides of the weight were angled to match the shape of the head which thus allowed engineers to maximize the length of the track, permitting CG to remain as low as the original M1 while maintaining the same heel-to-toe CG movement. The result is TaylorMade's longest adjustable fairway.

The new design of the open-channel Speed Pocket is designed to deliver more distance through increased speed & lower spin, as well as forgiveness by way of ball speed protection on shots struck low on the face. A new advanced design with a recessed rear sole – divided by the sliding weight track delivers improved sole to ground performance. Golfers can personalize this new, longer M1 fairway more than ever with the new ultra-lightweight aluminum 4-degree loft sleeve, 25g draw-neutral-fade sliding weight and over 30 no upcharge aftermarket shafts.

Availability & Pricing

Available on January 27, 2017 at \$299 USD, the M1 fairway will be offered in 15° (3), 17° (3HL) and 19° (5) loft options while LH models will be offered in 15° and 19° options. Premium componentry comes standard in the M1 fairway, with an MRC Kuro Kage Silver TiNi 70g fairway shaft in R, S & X flexes as well as 60g A flex. All models come equipped with a Lamkin UTx cord grip.



M1 Rescue™

The new M1 Rescue features a moderate sized, Tour-proven shape and a newly designed sole that will appeal to a larger demographic of player, offering more playability from an increased variety of lies. The sole is engineered with TaylorMade's first-ever sliding weight system in a hybrid – and the company's most adjustable ever – providing golfers the opportunity to not only experience the neutral/fade biases of its predecessor but with the added option of draw setting – as well as anything in between for ultimate shot shape adjustability and personalization.

In addition to the new 27g sliding weight track and advanced sole design, the head comes equipped with a new, 3-degree ultra-lightweight aluminum loft sleeve. Premium components again are offered as stock options, with a MRC Kuro Kage Silver hybrid 80g shaft in R, S & X flexes as well as a 70g A flex along with a new Lamkin UTx grip.

Availability & Pricing

TaylorMade's most adjustable hybrid to date, the M1 Rescue, will be offered in 17° (2), 19° (3), 21° (4) and 24° (5) options while LH models will be offered in 19° and 21° options at \$249 USD.



Performance is the genesis of everything we do, and through the use of multi-material construction with the original M1, we were able to elevate performance to a level that captured the attention of golfers around the world. Our mission continues in 2017 by advancing the use of exotic materials with new, intelligent shapes to once again deliver industry-leading performance. The M1 is our flagship driver designed and engineered to give all golfers the ability to further personalize their driver to maximize their game.

— Brian Bazzel, Senior Director of Product Creation, Metalwoods

M2

M2 Driver

Following in the footsteps of its predecessor, the M2 driver successfully raises the bar in design and engineering once again, with engineers successfully achieving both distance and forgiveness through the utilization of a new multi-material construction and advanced shaping by way of a breakthrough design technique called 'Geocoustic'™. Along with the new Geocoustic design, the M2 driver houses a newly-designed Speed Pocket that is three times more flexible than its predecessor. Combined, the new M2 takes the #1 selling driver to the next level of performance for all players.



The new Geocoustic feature combines geometry and acoustical engineering to unlock more forgiveness and best-in-class sound. The new breakthrough in geometry is the sunken sole portion of the driver. This section utilizes an ultra-light, thick-thin 9-1-1 Titanium, a design that enabled engineers to free up volume while not raising the center of gravity.

The freed up volume allowed engineers to make the driver's head larger, both the visible footprint as well as the club's face (7%), ultimately making the driver not only appear more visibly forgiving, but feel more forgiving at the same time. The breakthrough in acoustical engineering was achieved by the new sunken sole curvature, making it stiffer and easier to manage vibrations caused at impact. With this added stiffness, minimal sound ribs were needed to create best-in-class sound and feel of the M2.

The new lower density 9-1-1 Titanium body, 6-layer carbon composite crown and minimal sound ribs allowed for 25g of discretionary mass to be relocated low and back in the sole of the club. Together, these applications combine to increase the overall inertia of the M2 driver over the 5,000 g-cm² barrier without sacrificing low CG, hot trajectory or aerodynamic performance.

The M2 is equipped with the new, ultra-lightweight 4 degree, 12 position aluminum loft sleeve and the Fujikura Pro XLR8 56 (high launch) in A, R, S and X flexes along with a new dual-texture 360 performance grip for great feel throughout the swing.

In addition to a standard model, TaylorMade is also offering a higher-launching, more draw-biased model of the M2, the M2 D-Type (also 460cc). The D-Type driver (D representing draw) combines multiple draw-biasing design technologies to deliver an average of 12 yards, and up to 20 yards, of built-in draw-bias to help players who consistently fight fade-to-slice trajectories find more fairways. In addition to the multi-material construction, Geocoustic sole and active Speed Pocket, the D-Type is more heel-weighted, has slight offset and uses advanced visual cues to promote a square face at address and a more draw-biased face at impact.

The M2 D-Type driver comes equipped with Matrix' OZIK MFS X5 shaft (high launch) and 360 dual feel performance grip. M2 and M2 D-Type are offering more than 30 additional premium custom shaft options at no upcharge.

Availability & Pricing

Available on January 27, 2017 at \$399.99 USD, the M2 driver will be offered in 9.5°, 10.5° & 12° loft options, while LH models will be offered in 9.5° and 10.5° lofts.





M2 Fairway

In the M2 Fairway, the ultimate distance fairway has been made even more forgiving by way of the incorporation of a recessed 6-layer carbon composite crown, inverted cone technology (for the first time in a TaylorMade fairway) and a new Geocoustic-driven sole design. Additionally, a longer, more flexible Speed Pocket and lighter fluted hosel create a low CG that produces fast ballspeeds for an incredibly long, high launching and low spinning fairway.

RocketBallz broke engineering boundaries that enabled engineers to create a fast fairway wood that revolutionized the industry. Since the introduction of RocketBallz, fairway woods have become consistently faster and faster; at the same time, more playable by way of shallower, more low-profile designs. The point has been reached where these playable fairways can be engineered to be so fast that using inverted cone technology can deliver driver like performance in a wood more often throughout a larger area of the face.

The new, more forgiving M2 fairway takes from some of TaylorMade's highest-performing and most successful products in its lineage in becoming the company's next great fairway wood: M2 '16 meets V-Steel meets RocketBallz and pushed beyond.

Equipped with the M2 REAX shaft designed in weights most appropriate for each golfers' swing speed, 75 S-flex, 65 R-flex, 55 A-flex, and 45 L-flex. For golfers looking for a more personalized fit, several aftermarket shafts and grips are available at no additional charge. Additionally, it comes with a new 47g Dual Feel Performance Grip for men and 37g Winn version for women.

Availability & Pricing

Available on January 27, 2017 at \$249.99 USD, the M2 Fairway will be offered in 15° (3), 16.5° (3HL) & 18° (5), 21° (5HL) and 24° (7HL) loft options, while LH models will be offered in 15°, 16.5° & 18° lofts.



M2 Rescue

Completing the M2 metalwood family in 2017 is the M2 Rescue™. The low-profile body of the M2 Rescue has a tiered two-tone crown that showcases the distinctive and iconic look TaylorMade's M series of product has become known for. Underneath the hood lies the engine of the club, which lies on the sole, where a longer, more flexible Speed Pocket offers speed and forgiveness. The new Geocoustic sole design and a short, fluted hosel work in tandem to optimize sound and feel at impact. This Rescue is designed to help average golfers replace a long iron with higher, longer and more draw biased performance.

Equipped with the M2 REAX shaft designed in weights most appropriate for each golfers' swing speed, 85 S-flex, 75 R-flex, 65 A-flex, and 55 L-flex. Additionally, it comes with a new Dual Feel Performance Grip for men and equivalent Winn version for women.

Availability & Pricing

Available on January 27, 2017 at \$199.99 USD, the M2 Rescue will be offered in 19° (3), 22° (4), 25° (5) and 28° (6) lofts while LH models will be offered in 19°, 22° and 25° lofts.



In 2016, golfers of all abilities discovered what the multi-material M2 could deliver. In 2017, they will find an even more forgiving and more explosive M2 lineup, break-through performance unlocked by the use of new material formulations and clever geometric shaping.

— Brian Bazzel, Senior Director of Product Creation, Metalwoods.

**#1 Driver in Golf claim based on combined 2016 wins and usage on the PGA, European, Japan Golf, Web.com, Champions and LPGA Tours, as reported by the Darrell Survey Co. and Sports Marketing Surveys, Inc.*



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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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