

Graeme Storm Captures BMW South African Open; First Worldwide Win for TaylorMade's New M1 Driver

Just months after nearly losing his Tour card, Graeme Storm emerges victorious in a three-hole playoff to win his second career European Tour event the first win for the 2017 TaylorMade M1 Driver.



Carlsbad, CALIF. (January 15, 2017) - Beginning his final round 3 shots clear of the field, TaylorMade's Graeme Storm held off a stern challenge from a stout field at the South African Open, capturing his second career European Tour victory. Playing his new 2017 TaylorMade M1 440 Driver, Storm drove the ball superbly all week, averaging 301 yards off the tee and hitting 71% of fairways for the tournament.

After the round, Storm commented it was "a dream come true", especially after narrowly avoiding losing his card last fall.

The 2nd win for Storm on the European Tour also marks the first worldwide victory for the new 2017 M1 Driver, launched in early December and available at retail beginning 1/27.

We set the back track to higher and set the hosel 1-click lower. He [Storm] dropped spin, kept his launch, and added yards. He couldn't believe how easy the switch was.

— Chris Trott, Director of Global Tours

In Storm's Bag at the BMW South African Open:

- '17 M1 440 Driver / 10.5* / UST Mamiya Attas Rockstar 6x
- AeroBurner Fairway / 15* / Kuro Kage Black 80x
- '16 M2 Rescue / 18* / UST Mamiya Attas Rockstar 8x

For more information on Graeme Storm's winning 2017 M1 driver, visit www.taylormadegolf.com



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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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