

TaylorMade Golf Company Unveils TP Red Putter Collection

Expanding on the Successful TP Collection, New Putters Feature Pure Roll™ Inserts with a Combination of Designs and Constructions in Stunning 'Tour Red' Finish

Carlsbad, Calif. (September 28, 2017) — TaylorMade Golf Company announced today the expansion of the TP Collection of putters with the introduction of TP Red. Comprised of 6 performance mallet models, the new collection has been designed for the discerning player who seeks the performance of TaylorMade's renowned Pure Roll technology in an aesthetically appealing Tour Red colorway that the company became the first to roll out in 2016. Since then, the Tour Red colorway has seen its demand grow exponentially on global tours following the success of TaylorMade staffers Jason Day, Jon Rahm and Sergio Garcia.



The TP Red Collection is comprised of five new variations of the Ardmore putter as well as the Chaska model. Each of the six new models feature milled 304 stainless steel heads with Tour Red finish for a premium look and feel with high-contrast coloring and a variety of sightline options to promote improved alignment.

Ardmore: A face-balanced mallet designed with dual sightlines for a linear stroke and easy alignment.

Ardmore CTR: A center-shafted, face-balanced mallet designed to emphasize perfectly centered alignment.

Ardmore 2 (“L” Neck): A progressive mallet designed with single top, double cavity sightlines and 27° toe hang for a flowing stroke and enhanced alignment.

Ardmore 2 (double bend): A progressive, face-balanced mallet featuring single top, double cavity sightlines for a straight back, straight through stroke and enhanced alignment.

Ardmore 3: A progressive mid-size mallet incorporating 40° toe hang for a flowing stroke and simple alignment.

Chaska: A larger, face-balanced, semi-rounded mallet with a three top sightlines to encourage a confident stroke.



World number 13 Justin Rose, who first saw the putter at a company photoshoot earlier this month, put the Chaska into play the following week at the BMW Championship, where he finished T2 and recorded a remarkable strokes gained: putting of 2.393.

Each putter in the TP Red Collection has a head weight of 355g, a 3.5° loft, 70° of lie angle and comes available in 34" & 35" lengths. Each model in the collection also features interchangeable sole weights to enable the adjustment of mass for optimal performance.

Similar to the original TP Collection, each new model utilizes a new milling process along with TaylorMade's proprietary Pure Roll insert to deliver optimal forward roll with a desired firm feel.

Pure Roll™ Insert

The 6061 aluminum Pure Roll insert combines 45° grooves with a softer polymer between the grooves to promote better forward roll and reduce skidding across varying surfaces. The composition and construction of the Pure Roll insert is specially engineered to bring the grooves into direct and active contact with the ball during impact, even on short putts. The grooves in the face also serve in part to strategically soften the insert's structure. Together, these factors make the insert perform at a very high level.

Currently, TaylorMade Tour staffers Jon Rahm, Jason Day, Rory McIlroy and Justin Rose all play putters incorporating Pure Roll technology.

Availability and Pricing

The TP Red Collection will be available at retail tomorrow, 9/29. Each putter in the collection comes equipped stock with a Super Stroke Pistol GTR 1.0 grip at an MSRP of \$219 USD.

For more information, visit [TaylorMadeGolf.com](https://www.taylormadegolf.com) or contact the Communications team.



Jory Mendes

Global Communications Manager

jory.mendes@tmag.com

+1 760 476 8041

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ABOUT TAYLORMADE GOLF

About TaylorMade Golf Company

Headquartered in Carlsbad, California, TaylorMade Golf is a leading manufacturer of high performance golf equipment and golf balls and a major force on the PGA TOUR. With industry-leading innovative products like M1/M2 metalwoods, M1/M2 irons and TP5 golf balls, TaylorMade has one of the strongest athlete portfolios in golf, with six players in the current Top 15 in the world. Key athletes include Dustin Johnson, Rory McIlroy, Jason Day, Masters champion Sergio Garcia, Olympic champion Justin Rose and PGA TOUR rookie Jon Rahm.



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