

TaylorMade Golf Introduces Spider Interactive Powered by Blast

Integrated with Blast® Motion Sensor in Custom SuperStroke Grip, new Innovative Putter Captures, Analyzes and Displays Key Metrics of Putting Stroke

Carlsbad, Calif. (January 18, 2018) – TaylorMade Golf Company, an industry leader in golf innovation and technology, announced today the release of the new Spider Interactive Powered by Blast putter, engineered in collaboration with Blast Motion and SuperStroke Golf to advance how golfers of all skill levels capture, analyze and progress their game where strokes matter most — on the greens.



The Spider putter, TaylorMade's most popular putter in company history and one of the most popular putters on the PGA TOUR in '16-'17, takes the next step in its evolution with the incorporation of Blast's motion capture sensors in TaylorMade's first totally-integrated golf sensor product in company history.

“When two industry leaders partner to combine innovative technology and deliver a new user experience, it tends to set change in motion. We’ve created a powerful putting solution that analyzes a golfer’s putting stroke to provide improvement insights and help them understand how to progress through a guided improvement journey.”

— Michael Fitzpatrick, Blast Motion CEO and co-founder

Spider Interactive automatically captures valuable stroke metrics in a seamless, non-intrusive design built into the top of the putter’s grip. TaylorMade has also co-developed a matching mobile app — available on March 1 for iOS and in Q2 2018 for Android users — which takes the user on a simple, intuitive journey to become a better putter. Spider Interactive measures key putting stroke metrics including timing (backstroke time, forward stroke time, tempo), impact stroke speed and face rotation. Users will be able to easily analyze details of their putting stroke and track progress over time with performance history and interactive graphs, along with tiered training modules and drills to help improve putting. The app will also feature video recording and playback capabilities so users can review and analyze their strokes. YouTube golf instructional personalities Me & My Golf will have tips and tutorial videos on the app for further developmental content.

“TaylorMade is dedicated to enhancing the performance of golfers at all levels, from our Tour players to consumers alike. We accomplish this through creating the most innovative, paradigm-shifting products in the industry. We are continually searching for new ways to enrich the golfers’ experience with an eye toward the future of equipment technology. As such, we are delighted to partner with Blast to create an interactive training tool that enables golfers to become smarter about their game.”

— David Abeles, CEO, TaylorMade Golf Company

The Spider Interactive Powered by Blast putter is constructed the same as TaylorMade's renowned Spider Tour putters; a 304 stainless steel frame combined with a lightweight 6061 aluminum body enabling weight to be positioned at the extremities, providing improved stability and high MOI. The Spider Interactive Powered by Blast putter also incorporates TaylorMade's popular, tour-proven milled aluminum Pure Roll™ insert with a gunmetal finish to promote better forward roll, increased directional accuracy and improved distance control. Further, the sensor's remarkably light weight does not impact the performance of the Spider Interactive putter.



Included with the Spider Interactive is a Blast charging pad, micro USB cable, sensor installation key, live sensor, yellow filler plug (inserted for conforming use in tournament play) and storage pouch.

Pricing & Availability:

The Spider Interactive Powered by Blast is available starting March 23, 2018 at \$399 USD, and will be offered in an L-neck (21° toe hang) or double bend (face-balanced) hosel in 34" and 35" lengths in both RH and LH, coming in TaylorMade's platinum colorway with a full front/back sightline in black.

For more information, visit TaylorMadeGolf.com.



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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 with industry-leading innovative products like M1 and M2 metalwoods, M1 and M2 irons and TP5/TP5X golf balls. TaylorMade is the #1 Driver in Golf and also a major force on the PGA TOUR with one of the strongest athlete portfolios in golf, that includes world no.1 Dustin Johnson and five of the current Top 15 in the world.



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