

TaylorMade Golf Company Announces new Project (a)[™] & Project (s) Golf Balls[™]

Re-engineered Golf Ball Construction and Tour-Proven Technologies Deliver Uncompromised Distance & Feel for the Recreational Player

Carlsbad, Calif. (January 29, 2018) – TaylorMade Golf Company, an industry leader in golf innovation and technology and makers of the Hottest Tour Ball* with the TP5 & TP5x models, announced today the expansion of its globally successful golf ball lineup with the addition of the 2018 Project (a) and the introduction of the all-new Project (s) golf balls.

Project (a)[™]

Tour Technology. Soft Feel.

Since its inception in 2014, the Project (a) golf ball has been designed to deliver golfers Tour-level performance in a three-piece construction at an attractive price point. The original Project (a) gained notoriety by being designed with a cast urethane cover to provide Tour-level spin for the average golfer, a performance attribute unmatched by anything in the category. In 2016, the ball was made softer with lower compression while maintaining the greenside spin demanded by consumers. In 2018, Project (a) takes the next step in its evolution with new technologies that make it significantly longer than ever before.

“100% of worldwide Tours use a golf ball with a Urethane cover, while 0% use suryln. If every Tour player and Tour ball manufacturer in the world is telling you urethane is the best material, why wouldn't you buy the only product outside the Tour ball category using this technology that's now longer than ever before?”

— Michael Fox, Category Director, Golf Balls & Accessories

The new Project (a) is a three-layer design that incorporates a new Dual-Distance core and a new 322LDP seamless dimple pattern which combined increase driver and long iron distance while maintaining excellent greenside control and feel.

“The new multilayer design incorporates a softer yet resilient dual distance core that maximizes distance and enables us to utilize a softer ionomer cover for soft feel and great control. We are eliminating the need for a golfer to choose between distance and feel in this category. The new Project (s) provides both softer feel AND distance.”

— Eric Loper, Director R&D Golf Balls

Pricing & Availability

The 2018 Project (a) & Project (s) golf balls will be available at retail on February 16 and April 1 at an MSRP of \$34.99 & \$24.99 USD per dozen, respectively. Project (a) will be offered in gloss white or yellow, while Project (s) will be offered in gloss white as well as matte orange or matte yellow. To learn more about both models, visit TaylorMadeGolf.com.



Jory Mendes

Global Communications Manager

jory.mendes@tmag.com

+1 760 476 8041

[@itsthejor](#)

**"Hottest Tour Ball" claim based on retail sales growth of TaylorMade TP5/TP5x family vs TP/TPx from March to December (2017 vs 2016). Competitive families include Titleist, Bridgestone and Callaway tour balls.*

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 M3 / M4 metalwoods, M3 / M4 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.



TaylorMade Golfnewsroom