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Taking Speed to the Limit, TaylorMade Golf Company Breaks Boundaries with the Unveiling of M5 & M6 Metalwoods

Pushing Engineering Boundaries Like Never Before, Speed Injected Twist Face Takes Performance to Unsurpassed Levels with the Next Generation of M Technology

CARLSBAD, Calif. (January 3, 2019) – TaylorMade Golf, the industry leader in product innovation, technology and performance and makers of the #1 Driver in Golf™ for seventeen consecutive years, announced today the next generation of the globally successful line of its M metalwoods, highlighted by the all-new M5 & M6 drivers, fairways and hybrids.



Speed Injected Twist Face – a new Twist on Twist Face™

In 2018, TaylorMade engineers developed a new path to performance with Twist Face technology. To counteract the high-toe miss (a hook), the driver face was modified open (loft increased & face opened) on the high-toe to help straighten ball flight. Similarly, to counteract the low-heel miss (a slice) the driver face was modified closed to de-loft and close the face in the low heel area. In 2019, TaylorMade has taken Twist Face to the next level of performance with the introduction of Injected Twist Face technology, exposing the false narrative that speed limits have been reached in a metalwood. There are four key features to the design of Speed Injected Twist Face that allow TaylorMade to maximize ballspeed, working in unison to allow every M5 & M6 driver to be precision-tuned with a new, rigorous process to maximize speed to the allowable limit.

1. Ultra-thin Titanium face with redesigned Inverted Cone Technology (ICT)
2. Reengineered, more-flexible Hammerhead 2.0 slot
3. Internal support foam with variable amounts of injected resin
4. A proprietary algorithm to tune each head



Every M5 & M6 driver head is inspected, measured, and tuned for maximum speed and to ensure conformity; a process truly unmatched in the golf industry. Whereas current drivers have a level of variation from one to the next, TaylorMade's new engineering and development processes effectively deliver a level of precision that ensures every golfer gets a hot & fast driver head.

The drivers have been designed with a thinner, more flexible face, in fact, initially designed above the legal limit before going through the tuning process, a process in which resin is injected to ensure maximum speed for each head. The injection process utilizes two new tuning ports on the face of the driver (both M5 & M6 models) and a proprietary algorithm to ensure the appropriate amount of resin is used, systematically dialing in the speed for each driver face.

A significant benefit of the thinner, faster face design is that it provides the M5 and M6 drivers with faster off-center COR, effectively increasing forgiveness. The new face design is optimized with up to a 20% reduction in thickness that results in a 66% larger sweetspot in the M5 drivers over the M3 and more than 100% larger than the original M1 in 2015.



M5 & M5 Tour Drivers

Highlighting TaylorMade's next generation of M metalwood performance are the M5 & M5 Tour drivers, designed from the sole up to be the highest-performing drivers in company history. In addition to Twist Face and Speed Injected technologies, TaylorMade has also incorporated numerous additional technologies to take performance levels to unprecedented levels.

Aesthetically, a new vibrant blood orange color and two-tone composite sole make for a visually stunning product that draws immediate attention and has drawn rave reviews from our Tour staff.

Inverted T-Track

TaylorMade first shifted the paradigm of adjustability with the introduction of the original TTrack in the M1 driver. In subsequent models in 2017 & 2018, the sliding weight system evolved into the Y-Track, which allowed for more than 1,000 unique CG configurations, which more than doubled the number attainable in the 2017 M1.

In the M5 & M5 Tour drivers, a new Inverted T-Track makes personalization more intuitive and simplified than ever and allows the golfer more precise CG adjustability with 1770 unique CG configurations; made possible through the allowance of 20 grams (two 10g weights) of movable weight to be utilized for both the benefit of heel to toe control as well as front to back CG adjustment.



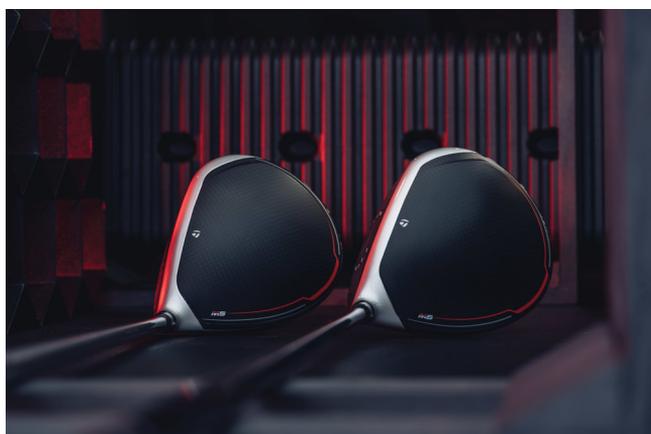
Though there are 1770 unique settings, the adjustability process has been made incredibly intuitive with high/low & draw/fade settings. The front-to-back CG shift allows the golfer to fine-tune their ball flight through launch angle and backspin. The flat curvature of the front/back track provides the lowest CG possible regardless which weight setting fits the golfer best; this promotes high launch and low spin in any of the M5's weight configurations.

It also provides a wide range of MOI options—position both weights all the way forward for the lowest CG projection to maximize speed with very low spin, push the weights all the way back into both sections of the Inverted T-Track and maximize MOI and ballspeed protection on mishits. The result gives the golfer up to one degree of launch angle and 600rpm of spin change as well as 25 yards of left-to-right adjustability. For even further personalization, the 2° loft sleeve allows for the adjustment of the loft, lie angle and face angle of the driver; and when combined with the Inverted T-Track, makes the M5 the company's most customizable driver in company history.

Carbon Composite Crown & Sole

TaylorMade's composite technology has been in development for more than fifteen years. In the M5 & M6 drivers and fairways, TaylorMade ushers in the 4th consecutive generation of its carbon composite technology. TaylorMade engineers were able to incorporate composite panels that continue to unlock performance with a more efficient mass distribution compared to a traditional metalwood construction.

The use of composite crown and sole panels save weight from the traditional construction of drivers and fairways. This increased discretionary weight is used to create an optimized center of gravity to deliver a hotter trajectory with increased forgiveness. The 2019 M5 & M6 have also increased the overall composite crown footprint by 10%



M5 Tour Driver

Following the success and increased demand for a sub-460 cc version over the last three years, the M5 will again be available in a smaller model – the M5 Tour. Featuring the same Speed Injected technology as the M5 driver, the M5 Tour driver utilizes a compact 435cc head with optimized aerodynamics for improved workability and maximum clubhead speed. While retaining all of the same key technologies as its larger 460cc counterpart, the M5 Tour driver is designed for the player who seeks more workability with less spin and prefers a more compact look at address.

Specifications, Availability & Pricing

Available for preorder on January 18 and at retail on February 1, 2019 at an MSRP of \$549.99 USD, the M5 driver will be offered in 9°, 10.5° and 12° lofts. The M5 Tour driver will be available on March 1, 2019 also at an MSRP of \$549.99 and is available in 9° and 10.5° lofts. Both the M5 & M5 Tour come equipped with a newly redesigned, streamlined headcover and premium components; either a Mitsubishi CK Tensei Orange 60 and Project X's new HZRDUS Smoke 70 shaft with numerous additional shaft options available at no additional cost. The stock grip is the MCC Decade grip from Golf Pride.



M5 Fairway — Titanium with a Twist

Following comprehensive research and analytics of thousands of shots, TaylorMade engineers have also successfully incorporated its breakthrough Twist Face technology into a fairway wood. Like the M drivers, the faces have been modified to counteract the gear effect on common mis-hits in the high-toe and low-heel. Although the concept is the same as in the driver, the exact geometry is slightly different to account for the unique mass properties and impact location patterns in fairway woods compared to drivers.



The M5 fairway also represents a complete re-engineering of TaylorMade adjustable fairways. The M5 fairway features an advanced multi-material head construction with a titanium body, 5-layer carbon composite crown with a steel movable weight — a trimaterial construction. The two low-density components — carbon and titanium — led to more discretionary weight, which engineers used to completely redesign the sliding weight system for a lower CG location and increased adjustability.



The M5's adjustable weight system features a 65g movable steel weight, which is slightly more than 30% of the total head weight, allowing for generous draw/fade adjustability. The position of the steel weight creates a lower center of gravity for a more efficient energy transfer with higher launch and lower spin. The unique design of movable weight also creates a more seamless sole contour, producing smoother turf interaction regardless of the weight position. The M5 fairway also features a more streamlined 12-position loft sleeve for up to 4° of adjustability (+-2°).

The M5 fairway wood is a new super adjustable fairway wood featuring ground-breaking new titanium-carbon construction with a massive 65-gram movable weight. This is the first ever fairway wood to use our revolutionary Twist Face technology for unparalleled accuracy and game-changing performance.

— Tomo Bystedt, Senior Director, Product Creation, Metalwoods

Specifications, Pricing & Availability

Available for preorder on January 18 and at retail on February 1, 2019 at an MSRP of \$399.99 USD, the M5 fairway will be offered in Rocket 3/14° (RH only), 3/15° and 5/18° lofts and come equipped with a Mitsubishi CK Tensei Orange 75 (X) and 65 (S, R) with numerous additional shaft options available at no additional cost. The stock grip is the MCC Decade grip from Golf Pride.



M6 & M6 D-Type Drivers — Injected for a New Level of Speed

Complementing the M5 driver are the M6 and M6 D-Type drivers, which, like the M5, are injected to the maximum legal level of speed.

Injected Twist Face delivers a hot, yet accurate performance package in the new M6 driver. When you add optimized CG and MOI through the use of a full carbon crown and sole, the result is a complete driver that delivers on all fronts."

— Brian Bazzel, Vice President, Product Creation



Speed Injected Twist Face

Like the M5, each M6 driver head is individually speed tested and injected with tuning resin to optimize COR across the entire face and deliver maximum ball speed and distance. The heel and toe ports in the driver face have allowed TaylorMade to maximize speed across the entire face in every driver created, delivering to each golfer a boundary-pushing fast & hot driver head.

The M6 also features Twist Face technology, which, like last year's M3 & M4 drivers and this year's M5 driver, provides more loft in the high toe and less loft in the low-heel to produce more consistent spin where golfers commonly mis-hit. The face of the M6 driver is also slightly taller (1mm) than the M5.

Aerodynamic Carbon Sole Design with 'Inertia Generator'

Featuring the same 6-layer carbon composite crown as the M5 driver, the 2019 M6 drivers add a complete carbon fiber sole, allowing for significantly more discretionary weight to be used elsewhere in the clubhead – as much as 54% more than its predecessor, the M4. With the weight savings, engineers were able to create a sleek, aerodynamic shape inclusive of the new ‘inertia generator.’ The inertia generator houses the additional discretionary weight extremely low and back for maximum forgiveness while lowering the CG compared to previous models.



The M6 D-Type driver brings the same performance features found in the M6 driver into a draw-biased, easy-to-launch package. TaylorMade engineers have utilized a combination of technologies to create a significant amount of draw bias to help golfers prevent a right miss. The key feature is the optical engineering that creates a high-contrast topline masking configured to make the face angle appear more open than the actual face angle, resulting in the golfer returning a more closed face at impact. In addition, the center of gravity is moved slightly toward the heel to further aid in delivering a square clubface to the golf ball. The combination of these features provides the M6 D-Type driver up to 20 yards more draw bias than the standard M6 driver.

Specifications, Pricing & Availability

Available for preorder on January 18 and at retail on February 1, 2019 at an MSRP of \$499.99 USD, the M6 and M6 D-Type drivers will be offered in 9°, 10.5° and 12° (RH only) lofts. The M6 driver has two stock shaft options from Fujikura, the high launching Atmos Orange 5 and a lower-launching Atmos Black 6 in S-, R- and A-flexes. The M6 D-Type comes equipped with a Project X EvenFlow Max Carry 45 shaft in 6.0 (S), 5.5 (R) and 5.0 (A). For women, the M6 and M6 D-Type drivers will be offered in 10.5° and 12° lofts (RH only) and come equipped with TaylorMade's Tuned Performance 45g L flex shaft. The stock men's grip is the Lamkin Dual Feel grip and the stock ladies grip is the Lamkin Comfort Plus Dual Feel grip. Both drivers are available with numerous additional shaft options at no additional cost.





M6 Fairway Wood

The M6 fairway adds to TaylorMade's rich lineage of high-performance fairway woods with the addition of revolutionary Twist Face technology in a fairway for the first time (alongside the M5); the result is an explosive, yet playable fairway from the tee or off the deck. New in '19 is the addition of 'Rocket 3' a 14° offering for those seeking reduced spin and slightly increased ballspeed.

Advanced Speed Pocket™ Design

The Speed Pocket has been re-engineered for the M6 fairway woods to provide even more ball speed on low face impacts. A new TPU slot insert has also been designed to sit flush with the sole to improve sole interaction and eliminate turf drag from the Speed Pocket.



The M6 fairways also improve performance over the M4 by optimizing CG placement directly behind center face, producing maximum energy transfer at impact. Maintaining a very low center of gravity, the face height of the M6 fairways is also slightly taller, creating a more confidence-inspiring look at address with more available impact area on the clubface. The new larger carbon composite crown increases discretionary mass which is concentrated low in the head, lowering CG for a higher launch while maintaining high MOI for excellent forgiveness.

M6 D-Type Fairway Wood

In addition to the M6 fairway, TaylorMade has also created an M6 D-Type fairway, engineered with the same technologies in a more draw-biased package. This is accomplished through divergent face masking and modified internal weighting that effectively delivers additional draw bias in the ball flight up to 15 yards.

Specifications, Pricing & Availability

Available for preorder on January 18 and at retail on February 1, 2019 at an MSRP of \$299.99 USD, the M6 fairway woods will be offered in Rocket 3/14°, 3/15°, 5/18°, 7/21° and 9/24° lofts, equipped with Fujikura's Atmos Orange FW shaft in S, R and A-flexes. The M6 D-Type will be offered in 3/16°, 5/19° (5) & 7/22° lofts and come equipped with the Project X EvenFlow Max Carry 50 shaft in 6.0 (S), 5.5 (R) and 5.0 (A). The stock men's grip is the Lamkin Dual Feel grip and the stock ladies grip is the Lamkin Comfort Plus Dual Feel grip.

M6 Rescue™ — Ultimate Versatility with a Twist

Rounding out the 2019 M6 series metalwoods is the M6 Rescue; TaylorMade's longest and most versatile hybrid club to date. For the first time ever, the M6 Rescue incorporates Twist Face technology, following the lead of its fairway and driver siblings to produce longer and straighter shots across the face. As the face of the M6 Rescue is significantly smaller than that of the M6 driver, the face curvature is thus more pronounced. As a result, the two-tone crown has been meticulously designed to mask its increased curvature.



The M6 Rescue features a low CG steel body construction with a stepped crown creating a lower CG and easy alignment. It also features a thinner and faster face for improved ball speed and overall distance. A redesigned more flexible Speed Pocket with a TPU slot insert that sits flush with the sole delivers a larger COR area with better off-center performance, especially on low-face strikes and improved turf interaction.

Specifications, Pricing & Availability

Available for preorder on January 18 and at retail on February 1, 2019 at an MSRP of \$249 USD, the M6 Rescue will be offered in 3/19°, 4/22°, 5/25°, 6/28° and 7/31° lofts and come equipped with a Fujikura Atmos Orange HY shaft in 7 (S), 6 (R) or 5 (A). For women, the M6 Rescue will come in 4/22°, 5/25°, 6/28° and 7/31° lofts (RH only) and come equipped with TaylorMade's Tuned Performance 45g L-flex shaft. The stock men's grip is the Lamkin Dual Feel grip and the stock ladies grip is the Lamkin Comfort Plus Dual Feel grip.



For further product information and/or requests for additional assets for editorial purposes, please contact the TaylorMade communications team.



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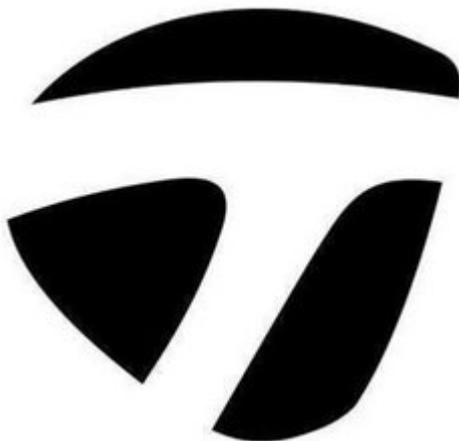
Headquartered in Carlsbad, California, TaylorMade Golf is a leading manufacturer of high performance golf equipment with industry-leading innovative products like M5/M6 metalwoods, M5/M6 irons and TP5/TP5X golf balls. TaylorMade is the #1 Driver in Golf and also a major force on the PGA TOUR with one of the strongest athlete portfolios in golf, that includes Dustin Johnson, Rory McIlroy, Jason Day, Jon Rahm and Tiger Woods.

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