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TaylorMade Golf Company Announces SIM2 Max and SIM2 Max OS Irons – Delivering the Next Level of Game Improvement Irons Through Cap Back Design

Unlocking Distance, Forgiveness and Forged-Like Feel through an All-New Multi-Material Construction

CARLSBAD, Calif. (January 19, 2021) – TaylorMade Golf, the industry leader in innovation and technology, today announced SIM2 Max and SIM2 Max OS irons – utilizing the company's all-new Cap Back™ Design and evolved ECHO® Damping System to deliver unparalleled performance and feel to the category of game improvement irons.



Cap Back Design, the Key to Unlocking Greater Distance & Speed

The industry leading performance found in the original SIM Max irons inspired the TaylorMade R&D team to ask the question: “What would happen if we supported the entire topline from heel to toe?” Enter Cap Back™ Design.

In developing this new iron construction, the company charted thousands of shots from players of every skill level - in the process identifying the most tightly clustered impact areas among solid strikes. Leveraging that data, engineers set out to expand the sweet spot to capture more of those shots, effectively pinpointing performance where golfers need it the most.

Cap Back Design proved to be the key to unlocking this new level of distance and performance. The strong, lightweight polymer material spanning the entire cavity helps to secure the topline and provides additional rigidity in the upper part of the face. It works in unison with the flexible Thru-Slot Speed Pocket™ to create a larger unsupported area of the face, which translates to improved flexibility engineered for increased ball speeds and distance. That added flexibility made it possible to deliver the larger, more intelligent sweet spot.

Beyond added distance and speed, Cap Back Design helped produce a higher MOI with increased clubhead stability at impact to discourage twisting, which allows the golfer to enjoy solid strikes more often. When paired with the ECHO® Damping System, the multi-faceted design helps to minimize unwanted vibrations that create the harsh feel associated with traditional distance irons. Producing the signature forged-like feel and sound of SIM irons.

Eclipsing the performance of conventional cavity backs, SIM2 Max and SIM2 Max OS provide a pathway to better forgiveness, distance and feel.

We set out to take game improvement irons to the next level with SIM2 Max and SIM2 Max OS. To create Cap Back Design, we utilized multi-material advancements learned from our metalwoods to unlock forgiveness and distance with forged iron like feel. We leveraged a completely new construction to achieve the performance that golfers in this category both need and want

— Matt Bovee, Product Creation, Irons

Enhancing the ECHO® Damping System – Elevated Feel, Powerful Distance

Implementing Cap Back Design allowed TaylorMade engineers to redesign the ECHO® Damping System – which features a more concentrated HYBRAR material in SIM2 Max and Max OS irons. This super flexible insert stretches from heel to toe and is completely encapsulated. The softer polymer blend utilizes multiple contact points across the face to channel away vibrations, further contributing to the forged-like feel while still promoting maximum face flex.





Every Iron Engineered for Accuracy & Forgiveness

The new intelligently designed sweet spot is strategically positioned to capture the most common impact points, delivering explosive ball speeds and consistency where golfers need it the most. While that added forgiveness is fueled by Cap Back Design, the proven performance of Progressive ICT continues to enhance accuracy throughout the set.

Most game improvement irons have an inherent right-bias, which is why many equipment makers resort to heavy offset to counterbalance the effect. With SIM2 Max and Max OS, however, Progressive ICT gradually shifts the sweet spot toe-ward in long irons to promote a neutral ball flight while also delivering corrective performance on the common right miss.

An array of technologies, such as a fluted hosel, 360° undercut and an ultra-thin face, work in harmony to deliver a low CG that's engineered to produce a high penetrating ball flight.

SIM2 Max OS – Oversized for More Stability

Equipped with the same technologies that power SIM2 Max but bundled into a low CG oversized package, SIM2 Max OS is the longest and most stable iron in the current TaylorMade family. It features a wider sole, stronger lofts and accentuated draw-bias in comparison to SIM2 Max.



Specifications, Pricing & Availability

Available for preorder on January 19, 2021 and at retail beginning February 19, 2021, the SIM2 Max and SIM2 Max OS irons (\$799 steel/\$899 graphite) will be offered in 4-PW (7 pc. set with AW, SW & LW also available) and come equipped with KBS Max MT 85 steel shafts (S, R) or Fujikura's Ventus Blue graphite shafts (7S, 6R & 5A). For women, the SIM2 Max and Max OS irons will come equipped with the Aldila NV Ladies shaft.

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 SIM2 metalwoods, SIM2 irons, P Series irons, TP5/TP5X golf balls and Spider putters. A major force on the PGA TOUR, TaylorMade has an unrivaled athlete portfolio that includes Tiger Woods, Dustin Johnson, Rory McIlroy, Tommy Fleetwood, Rickie Fowler, Matthew Wolff, Collin Morikawa, Harry Higgs, SH Park, Charley Hull, Maria Fassi and Sierra Brooks.



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