

# TaylorMade Golf launches Spider Limited Putters

Specially Designed Duo of Putters Inspired by Jason Day, the #1 Player in the World.

**BASINGSTOKE, Hants. (17 May, 2016)** – On the back of Jason Day's emphatic win at THE PLAYERS Championship, TaylorMade Golf Company today formally announced the release of the new Spider Limited and Spider Limited Red putters, both inspired by the #1 player in the OWGR and one of the PGA TOUR's best statistical putters, Jason Day.



*(getty images)*

During his storybook rise to #1 late last fall, Day came to the TaylorMade team with a request for a putter similar in style to his trusted Itsy Bitsy prototype, the putter he's used for multiple wins on the PGA TOUR which included his first major victory at the 2015 PGA Championship. His ask was for a putter that incorporated red, one of his favorite and most sentimental colours. Using the Redback Spider, a venomous spider indigenous to Day's native Australia as inspiration, the TaylorMade team embarked on a mission to create a palette of colour options, working intimately with Jason throughout the process to create a colour Jason would prefer.

When the final colour was selected, Jason proposed the team build him two different models, each showcasing the colour in a different way that would allow him to test & select which suited his eye before determining which would be put into play.



- The Spider Limited putter features a black frame with Tour Red bumpers

- The Spider Limited Red incorporates Tour Red throughout the frame and bumpers



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Day was first introduced to the putters in February, and after testing both models, the Spider Limited Red made its PGA TOUR debut at the RBC Heritage in mid-April and was used to win THE PLAYERS Championship on Sunday.

Both models feature subtleties recognisable by the best players in the world, including Day, who prefers a seamless top crown and sans alignment aid. The two models available at retail will differ slightly from Day's personal putter, which will include the alignment aid on the crown. Made of a 304 stainless steel frame combined with a lightweight 6061 aluminum body enables weight to be positioned at the extremities, the Spider Limited putters provide improved stability and high MOI. Similar to the original Itsy Bitsy, both new models incorporate a milled Aluminum Pure Roll™ insert with a gunmetal finish to promote better forward roll, increased directional accuracy and improved distance control.

### **Pricing & Availability**

The Spider Limited and Spider Limited Red will be available starting 29 June. The Spider Limited will have an RRP of £199 / 279€ / 1.999DKK / 2.499SEK / 2.499NOK / 299CHF and the Spider Limited Red will have an RRP £229 / 329€ / 2.499DKK / 3.199SEK / 3.099NOK / 369CHF . Spider Limited is available in 33", 34" & 35" lengths while the Spider Limited Red is available in 35" length only.

See all Spider Limited images: [VIEW PRESS KIT](#)



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#### ABOUT EUROPE

##### **About TaylorMade Golf Company**

Headquartered in Carlsbad, California, TaylorMade Golf Company sells golf equipment, footwear, apparel and accessories under the TaylorMade, adidas Golf, Adams and Ashworth brands. TaylorMade Golf Company posted 2014 sales of €913 million.

##### **About the adidas Group**

The adidas Group is a global leader in the sporting goods industry, offering a broad portfolio of footwear, apparel and hardware for sport and lifestyle around the core brands adidas, Reebok, TaylorMade and Reebok-CCM Hockey. Headquartered in Herzogenaurach, Germany, the Group employs more than 55,000 people across the

globe and generated sales of around € 17 billion in 2015.

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