

TAYLORMADE GOLF'S COMMITMENT TO CUSTOM FIT

Basingstoke, Hants. (26 August, 2016) – TaylorMade Golf is proud to announce that the Custom Iron Guarantee is being extended into its third month and will run until the end of September 2016. At TaylorMade Golf, innovation and product have always been at the forefront of what they do and their mission has always been to create the 'best performing golf products'. At the heart of this, is the intention to help improve every golfer and inject more enjoyment into the game.

With this in mind take a look at the new 'Game Changer' video below which illustrates the brand's dedication and passion towards Custom Fitting.

With a passion for custom fit, this summer TaylorMade reinforced its commitment to custom quality, consistency and delivery with a Custom Iron Guarantee that promised the delivery of sets no later than 5 working days* from receiving the order or the retailer would receive 100% cash reimbursement. Such was the success of the guarantee, having 100% delivery success on every custom iron set at the end of July within agreed lead-times; the guarantee was extended throughout August.



CUSTOM GUARANTEE

CUSTOM QUALITY. CONSISTENCY. DELIVERY.

WE GUARANTEE TO DELIVER YOUR CUSTOM IRON ORDER WITHIN 5 WORKING DAYS OF ORDER PLACEMENT OR **RECEIVE 100% OF YOUR MONEY BACK.***



With 99.9% of custom iron sets delivered in the agreed lead-times since the launch of the guarantee in July, TaylorMade have extended the guarantee into a 3rd month. Including PSi, M2 and KALEA, the guarantee will run until the end of September, further representing a commitment to custom fit and their retailer partners.



GOOD NEWS ON CUSTOM IRON GUARANTEE

GUARANTEE
E X T E N D E D
UNTIL END OF SEPTEMBER

CUSTOM IRON DELIVERY
IN 5 DAYS*
OR SET IS FREE FOR
THE RETAILER



99.9%
DELIVERY SUCCESS
SINCE GUARANTEE
LAUNCHED IN JULY

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"We will not stop in our relentless quest to improve the service we provide to our retail partners, and how we want to maximise Custom fitting as a continually growing constituent of Golf Retailing with you. We want to continue to drive consumers to you, our Retail Partners, to seek out the best expert advice, and ensure they are using the best and most relevant product for their game".

— Sean Brady, Custom and Experiential Director - TaylorMade Golf EMEA

To download the assets for the Custom Iron Guarantee, click [here](#)

For more information, please contact your local ASM or call Customer Services on 0800 0728 624.

**Terms and Conditions Apply. 7 days for Ireland.*



TaylorMade Golf | Drivers, Fairways, Irons, Wedges, Putters & Balls



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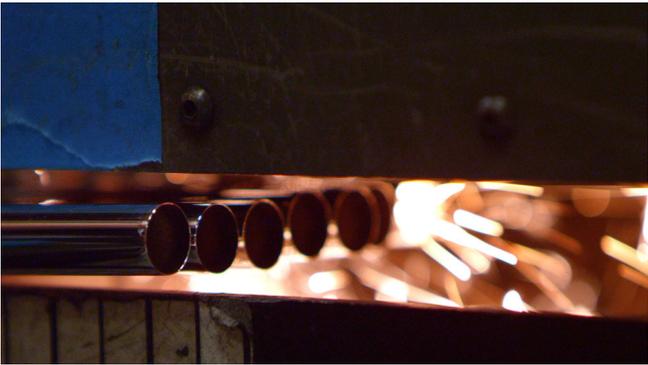
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ABOUT EUROPE

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.



Europe**newsroom**