

# Champion Storm Clinches the BMW South African Open and the First Win of 2017 for the New TaylorMade M1 Driver

Just months after almost losing his card, Graeme Storm is victorious after the third play-off hole to win his first European Tour event in over 9 years and the first win for the New 2017 TaylorMade M1 Driver.



**BASINGSTOKE, Hants.** (15 January, 2017) - Heading into the final round 3 shots ahead, Graeme Storm held off the challengers to cement victory at the BMW South African Open. Gaming his new 2017 TaylorMade M1 440 Driver, Storm drove the ball superbly averaging 301 yards off the tee and hitting 71% of fairways for the week.

Following rounds of 69, 63 and 67, Storm was on form early on carding 12 pars and a birdie in the first 13 holes. Following a bogey on 14 with a birdie on 15, Storm finished the round with 3 pars to card a 1 under par 71.

With the round heading to a playoff after the world #2 bogeyed 17, an enthralling first 2 holes saw Storm make his par both times. Sending his approach shot into the centre of 18 for a third time, Storm holed out to wrap up a third consecutive par and his first tournament win in over 9 years.

After the round Graeme Storm said how it was a “dream come true”, especially after narrowly avoiding losing his card in November 2016.

The win for Storm also signifies the first worldwide victory for the new 2017 M1 Driver.

*We set the back track to higher and set the hosel 1-click lower. He [Graeme Storm] dropped spin, kept his launch, and added yards. He couldn't believe how easy the switch was.*

— Chris Trott, Director of Global Tours

#### **In Graeme's Bag at the BMW South African Open:**

- [New 2017 M1 440 10.5, UST ATTAS Rockstar](#)
- Aeroburner Fairway Wood 15 degree, Kuro Kage Black 80g X
- M2 Rescue, 18 degree, Rockstar 8 X

For more information on Graeme Storm's winning 2017 M1 driver, visit

[www.taylormadegolf.com](http://www.taylormadegolf.com)



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### **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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