

# TaylorMade Golf Commit to Going Further for Longer

New M1 and M2 Signs to be unveiled on the UK Motorways in Summer 2017



**Basingstoke, Hants (1st April, 2017)** –Following the hugely successful release of the All-New 2017 M Family, TaylorMade Golf will be unveiling a takeover of the M1 and M2 motorway signs.

The takeover enforces TaylorMade Golf's commitment to helping golfers everywhere go further as they drive down the fairways in the quest for improved performance.

TaylorMade Golf will also resurface the M2 to ensure it's as forgiving as possible, along with a new D-Type lane that features a slight camber to help keep drivers straight.

Alongside the M2 improvements, it is proposed that the M1 will see an increased speed limit of 186mph, just in case Dustin Johnson wishes to drive them.

*With our consumers always pushing for improved performance, this opportunity gives us chance to showcase the lengths we will go to ensure our product goes longer and straighter*

— April Depp, consumer liaison officer TaylorMade-adidas Golf Europe

Unveiling in summer 2017, weather permitting, the signs will be visible the length of both the M1 and M2 motorways.

## #BetterEverything

For more information please 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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