

TaylorMade Golf Company Announces Breakthrough Performance with the New TP5 and TP5x Golf Balls

Engineered to Perform with Every Club, Patented 5-Layer Ball Construction Delivers the Most Complete Tour Ball on the Market

CARLSBAD, CALIF. (December 7, 2016) – TaylorMade Golf Company, an industry leader in product innovation and technology, today announced the release of its 2017 golf ball lineup, highlighted by the two new models: TP5 and TP5x. For the first time, two golf balls incorporate 5-layer construction to actively improve or increase driver/iron distance, control and spin without sacrificing any industry leading greenside performance.



The unique advantage for both TP5 and TP5x starts with proprietary 5-layer ball construction. In traditional golf balls with 3 or 4 layers, golfers are forced to settle for high wedge performance at the expense of distance, or more driver/iron distance at the expense of losing control and feel around the greens. TP5 and TP5x feature varying 5-layer constructions, whereby each ball maximizes driver and iron distance while also delivering best in class wedge performance and greenside spin. This is achieved by a unique progressive construction manipulating the size, compression, and materials of each layer, which allows the decoupling of driver and iron speed from iron and wedge spin – a formula that can be directly attributed and only obtained through a 5-layer construction.



Tri-Fast Core

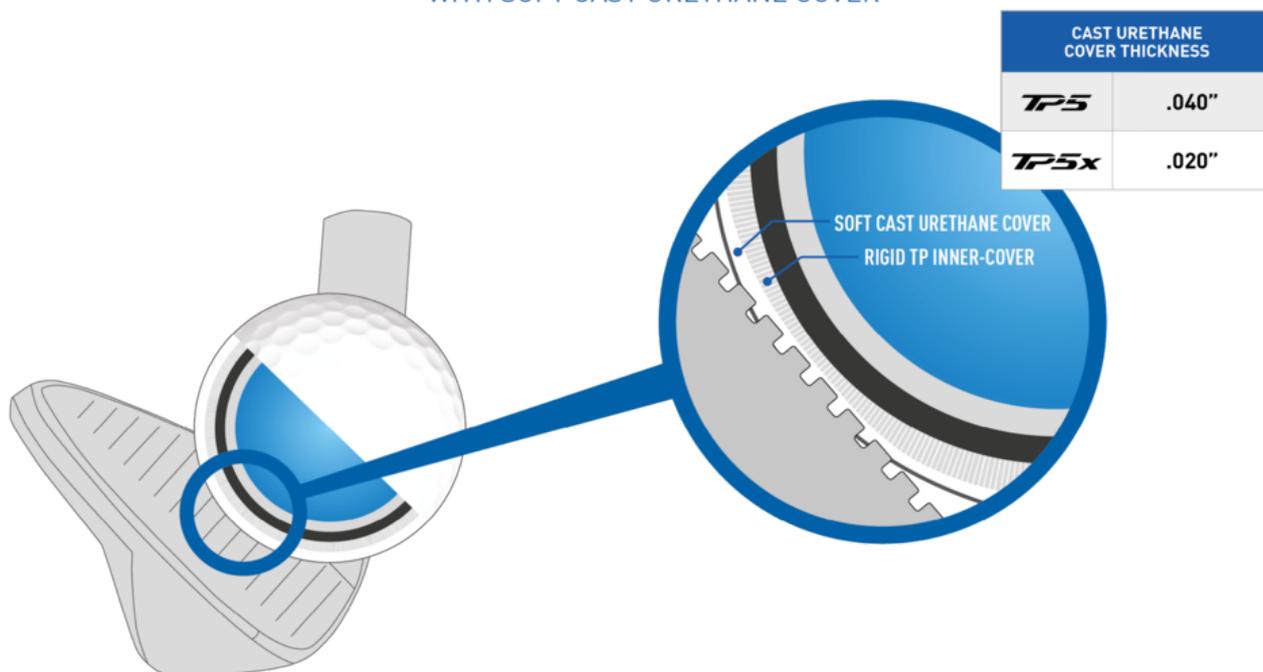
The Tri-Fast Core consists of a very low compression inner core (TP5x = 25, TP5 = 16) and a progressively stiffer outer core and mantle. The combination of these three layers work in conjunction to create lower spin and increased velocity. This gradient is what makes the Tri-Fast Core so unique, as it builds up speed in transferring energy from the club face to the ball and delivers incredible distance on full shots.

Dual-Spin Cover

The Dual-Spin cover boasts an ultra-soft Cast Urethane cover and a rigid TP inner cover. This system creates a condition that is ideal for greenside control as the rigid inner cover forces the soft urethane cover into wedge grooves for maximum spin generation. The result is a multi-layer cover that is designed for extreme distance without sacrificing feel or control around the green.

DUAL SPIN COVER

MULTI-LAYER SPIN PERFORMANCE
WITH SOFT CAST URETHANE COVER



Tee-to-Green Performance

TaylorMade engineers have found that the golf ball category, in its current state, is largely built on compromises. The team's goal from the outset with TP5 and TP5x was to create a product that was longer, straighter, better into the wind, and responsive around the green. 5-layer construction allows us to unlock these characteristics, leaving the golfer with a golf ball that has been optimized for any and every shot they may face – a ball that has been meticulously engineered to perform with every club in their bag.

Some of the best Tour players in the world helped in the creation of TP5 and TP5x. The company wanted to deliver a ball that would be their number one choice regardless of the type of shot they were trying to hit. TP5 and TP5x are able to deliver on this promise, with incredible length off the tee, best-in-class distance on full iron shots and greenside spin and control that's second to none. With TP5 and TP5x, TaylorMade has delivered with 5 layers and zero compromises.

As #1 player in the world Jason Day said it, "This makes my current ball feel outdated."

Choosing Between TP5 & TP5x

TP5 and TP5x offer complete tee-to-green performance thanks to TaylorMade's patented 5-layer construction. The Tri-Fast core and Dual-Spin cover give golfers more performance where it matters most – distance and wedge spin. Other characteristics can be more subjective, so we have given golfers two options to choose from. TP5x is slightly firmer and launches higher, and TP5 features a softer feel with mid launch.

Pricing & Availability

TP5 and TP5x will be available at retail on 3/1/2017 at an MSRP of \$59.99 CAD per dozen. To learn more about TP5 and TP5x golf balls, visit TaylorMadeGolf.ca.



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ABOUT TAYLORMADE GOLF CANADA

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.

À propos de TaylorMade Golf

Basée à Carlsbad en Californie, la société TaylorMade Golf vend des équipements, des chaussures, des vêtements et des accessoires de golf sous les marques TaylorMade, adidas Golf, Adams et Ashworth. La société TaylorMade Golf a affiché des ventes de 913 millions d'euros en 2014.

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.

À propos du groupe adidas

Le groupe adidas est l'un des leaders mondiaux au sein de l'industrie des articles de sport en offrant une vaste gamme de souliers, de vêtements et d'accessoires par le biais de marques de base, telles que adidas, Reebok, TaylorMade et Reebok-CCM Hockey. Basé à Herzogenaurach en Allemagne, le Groupe emploie plus de 55 000 personnes à travers le monde et a généré des ventes de près de 17 milliards d'euros en 2015.



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