

Jon Rahm Captures Farmers Insurance Open for First Career Victory on PGA TOUR Armed with New M Metalwoods, P750 Irons, Milled Grind Wedges & TP5x Golf Ball

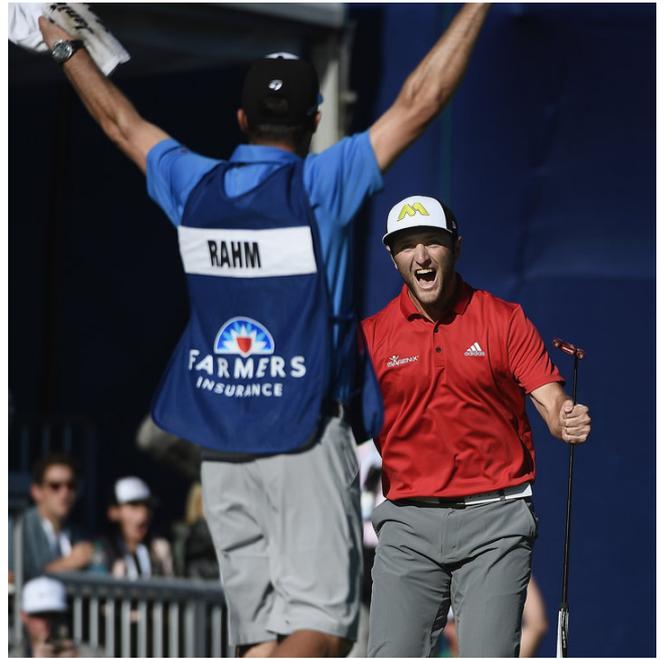
Rahm's Maiden Victory on the PGA TOUR Projected to Elevate Him to 7th in Early FedExCup Point Standings

The second event of the West Coast swing provided all the drama you'd expect with a field packed with the best players in the world. In the end, it was TaylorMade Tour staffer Jon Rahm who pulled away and emerged victorious on the South Course at picturesque Torrey Pines, carding two eagles on the back nine to claim the tournament title - his first on the PGA TOUR. With the win, the 22-year-old also punches his ticket to Augusta.



What You Need To Know:

- Rahm's win is the 3rd worldwide and 2nd on the PGA Tour this year for TaylorMade's 2017 M drivers, joining Hudson Swafford, who won last week's Career Builder Championship.
- Rahm plays the 2017 M2 Driver set to 10.5* one click lower with an Aldila Tour Green TX 75 shaft. This is his second week with it in the bag, having added it last week at the CBC. His feedback to the Tour team was that he liked both the new M1 & M2, but benefited from the forgiveness and consistency of the M2.
- TaylorMade had 48.4% driver & 46% fairway wood counts at Torrey, both of which led all manufacturers by substantial margins.
- Rahm averaged 296.5 yards off the tee and led the field in strokes gained: off the tee.
- Rahm also claimed the first global victory for the new TP5x golf ball, the longest Tour ball, which he switched into at last week's Career Builder Challenge. TP5 and Tp5x golf balls are available on March 3.
- Rahm also played the new P750 Tour Proto irons, which he first added to his bag last week. He has Project X 6.5 shafts throughout the set.
- Rahm's short game brilliance this week was aided by the new yet-to-be-released Milled Grind wedges, which are also new to Rahm's bag. His setup is a traditional 52/56/60*, also with PX 6.5 shafts.



In Rahm's Bag at Torrey Pines

- '17 M2 Driver / 10.5* / Aldila Tour Green TX 75
- '17 M1 Fairway / 15* / Aldila Tour Green TX 75
- '17 M1 Fairway / 19* / Graphite Design Tour AD DI 8x
- P750 Tour Proto Irons / 5-9, PW / Project X 6.5
- RSi TP UDI #4 / Project X 6.5
- Milled Grind Wedges / 52, 56 & 60 / Project X 6.5
- Spider Tour Red Putter
- TP5x Golf Ball

- Tour Preferred Glove
- Tour New Era 9Fifty Headwear

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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