

Si Woo Kim Claims THE PLAYERS Championship Using Bag Filled with TaylorMade's New Metalwoods, Irons & Golf Ball

21-year-old Kim rises above elite field at TPC Sawgrass to capture 2nd career PGA TOUR victory and yet another for Team TaylorMade as company's momentum on Tour surges into Summer



Si Woo Kim plays a bag filled with '17 M1 metalwoods (M1, M1 & M1), P770 & 750 irons and TP5x, the TOUR's only 5-layer ball, and the same ball available at retailers worldwide.

What You Need To Know:

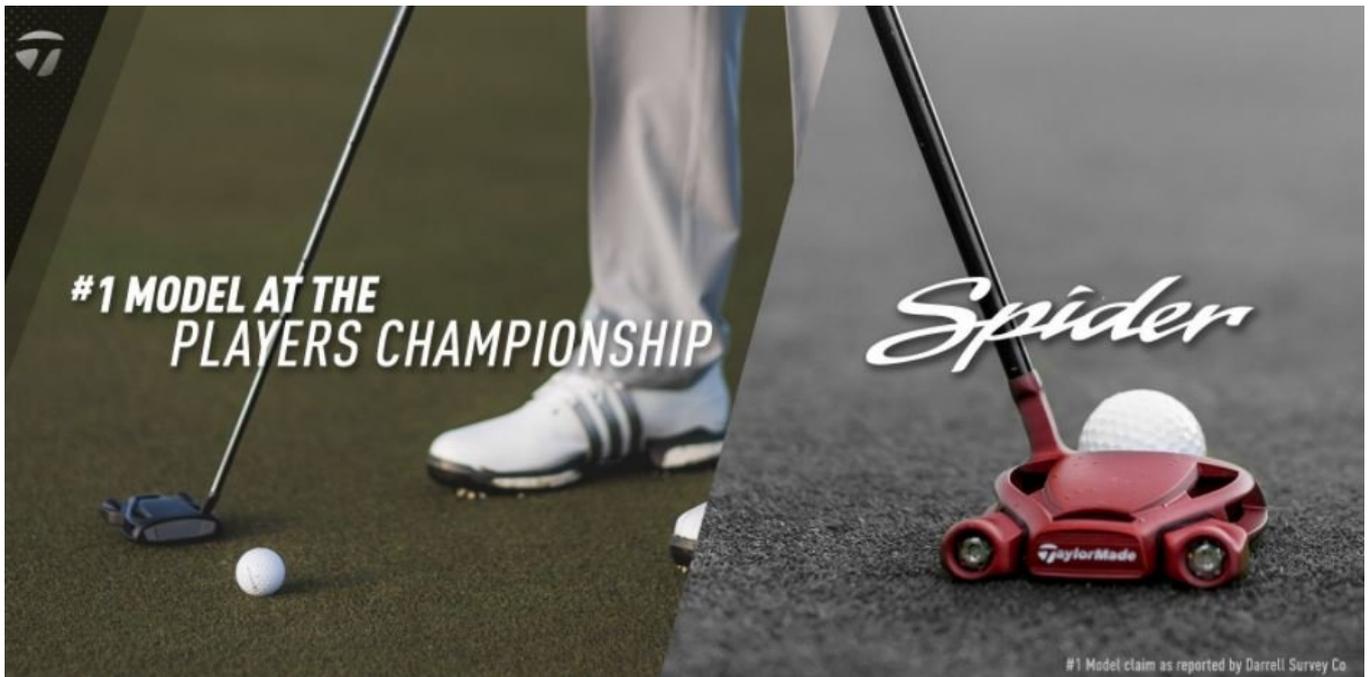
- Kim's victory is the 17th in 20 weeks on global tours for TaylorMade's new '17 drivers, far outpacing the next closest manufacturer.

- With 62 in play (42.8%), TaylorMade again dominated the driver count at THE PLAYERS.
- Kim plays the all-new '17 M1 460 driver, which he first put into play at the Tournament of Champions in January. He has it shafted with a MRC Tensei Blue TX, his normal go-to setup this season. Off the tee, he averaged 306 yards this weekend, more than 10 yards higher than the field average.
- Kim plays a combination set of the P750 & P770 irons, opting for the 3-4 in the P770 & 5-9 in the P750. Both are equipped with KBS Tour-V 125 shafts. He's had this setup since the Waste Management Open in February.
- Including Kim, 5 of the top 10 finishers gamed TaylorMade drivers at the tournament.
- Kim is the youngest-ever winner of THE PLAYERS.
- This was the sixth win this season on the PGA TOUR for the new TP5/TP5X ball and 7th global victory, with Kim joining Sergio Garcia, Dustin Johnson and Jon Rahm, among others, who've won with TaylorMade's new golf ball. He first put the ball into play at the Tournament of Champions.

Si Woo Kim's winning bag at THE PLAYERS:

- '17 M1 460 Driver / 8.5* / MCA Tensei Blue TX
- '17 M1 Fairway / 15* / MCA Kuro Kage Dual TiNi 80TX
- '17 M1 Fairway / 19* / Matrix Speed Rulz 80C TX
- P750 Tour Proto Irons / 5-9 / KBS Tour-V 125
- P770 Irons / 3-4 / KBS Tour-V 125
- TP5x Golf Ball

Also of note, while not in the bag of Kim, Spider was once again the No.1 putter model this week, continuing its trend as the hottest putter on Tour.



The PGA TOUR does not endorse TaylorMade or its products.

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.



TaylorMade Golf Canada newsroom