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## Celebrating Company's 40th Anniversary, TaylorMade Golf Company Introduces Original One Mini Driver

*Drawing on Inspiration from Company's First Metalwoods, New Model Incorporates Many of Company's Most Iconic Product Innovations in a Mini Driver for the Modern Generation*

**CARLSBAD, CALIF. (April 16, 2019)** – TaylorMade Golf Company, an industry leader in product innovation and technology, today announced Original One Mini Driver, a new metalwood that pays homage to the brand's storied history and utilizes many of the most important product technologies in the company's long lineage of industry-leading metalwood performance.



*“In 1979, golf was changed forever with the introduction of the Pittsburgh Persimmon™ - the original metalwood. For the past 40 years, TaylorMade has continued that legacy of innovation with game-changing technologies, engineered to help golfers perform at their best. The Original One Mini Driver incorporates that heritage of innovation with key performance technologies, packed into a confidence-inspiring shape that delivers on distance, forgiveness and accuracy.”*

— Tomo Bystedt, Senior Director, Product Creation

## **Evolution of the Mini Driver**

TaylorMade first entered the category with the introduction of SLDR® Mini in 2014 and enhanced the product the following year with the faster, higher-launching AeroBurner™ Mini – both utilizing predominantly steel in their construction. While both offered the company’s Speed Pocket™ technology, Original One Mini Driver is designed to deliver a new level of speed, forgiveness and visual appeal never-before seen in this category.



## **Under the Hood of the Original One Mini Driver**

With Original One Mini Driver, engineers have utilized key product technologies found in many of the company's most notable metalwood offerings intended to deliver a faster, more forgiving and adjustable product. It all starts with a revolutionary tri-material construction, comprised of a titanium body, 50g steel sole plate and TaylorMade's instantly-recognizable carbon composite crown. The combination of these three materials creates an ultra-low CG for distance and playability.



### **Additional features in Original One Mini include:**

- Loft Sleeve™ with  $\pm 2^\circ$  loft adjustability
- Twist Face™ Technology to provide the ultimate path to straight distance
- Inverted Cone Technology to promote ball speed on off-centre hits

### **Who is Original One Mini Driver For?**

Like its predecessors, the Original One Mini Driver is targeted at golfers of all skill levels. It has been engineered to provide an option off the tee that delivers the accuracy and control of a fairway wood but with more distance and forgiveness. Faster swing speed players may additionally benefit from ease of use off the turf with Original One Mini Drivers' combination of a medium face depth with ultra-low centre of gravity location for extreme distance and excellent playability from fairway lies.



## Where the Mini Driver Fits into the Bag

From a performance perspective, the Original One Mini Driver with its 275cc head (9% larger than AeroBurner Mini) will fit directly between a driver and a fairway wood. Some golfers will opt to play the club in addition to their current fairway woods, while others may choose to replace a longer fairway wood that was mainly being used off the tee. Most golfers will still keep the regular driver in the bag as the club that ultimately delivers the most distance.

## Specifications, Pricing & Availability

Available for preorder starting today, April 16 and at retail beginning May 1, the Original One Mini Driver (\$499.99 CAD) will be offered in 11.5° or 13.5° lofts and come equipped with Mitsubishi's Diamana F Limited shafts in 55g (R), 65g (S) or 75g (X) flexes at 43.75" at a D3 swing weight. The stock grip is Golf Pride MCC Decade grips in black & blood orange. The Original One Mini Driver will also be available through TaylorMade's custom program, allowing for numerous additional custom shaft and grip options.



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#### ABOUT TAYLORMADE GOLF

##### **About TaylorMade Golf Company**

Headquartered in Carlsbad, California, TaylorMade Golf is a leading manufacturer of high performance golf equipment with industry-leading innovative products like M5/M6 metalwoods, M5/M6 irons and TP5/TP5X golf balls. TaylorMade is the #1 Driver in Golf and also a major force on the PGA TOUR with one of the strongest athlete portfolios in golf, that includes Dustin Johnson, Rory McIlroy, Jason Day, Jon Rahm, Rickie Fowler and

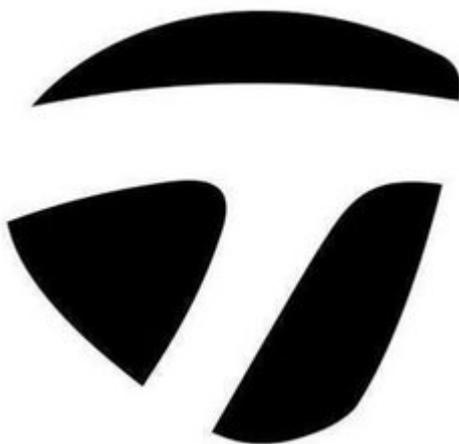
Tiger Woods.

### À propos de la société TaylorMade Golf

Basé à Carlsbad, en Californie, TaylorMade Golf est un chef de file dans la fabrication d'équipement de golf de haute performance, grâce notamment à des produits innovateurs tout à fait uniques comme les bois de métal M5 et M6, les fers M5 et M6 et les balles de golf TP5/TP5X. TaylorMade est également un joueur majeur au sein du circuit de la PGA avec l'une des équipes d'ambassadeurs les plus puissantes au golf, composée notamment du numéro un mondial Dustin Johnson, Rory McIlroy, Jason Day, Jon Rahm, Rickie Fowler et Tiger Woods.

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