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TaylorMade Golf Company Announces the All-New TP5/TP5X pix, Co-Developed and Played By Rickie Fowler

Advanced Visual Technology Brings Enhanced Visibility and Alignment to TaylorMade's Premium Ball Line

CARLSBAD, Calif. (January 29, 2020) – TaylorMade Golf Company, an industry leader in innovation and technology, introduces the second generation of the high-visibility line of pix™ golf balls. For the first time, pix™ will be available in both the TP5 and TP5x models with a revolutionary visual technology developed in conjunction with Rickie Fowler.



Co-Developed By Rickie Fowler

Fowler has long been recognized as one of the best putters on the PGA Tour and his insights proved invaluable in the creation of pix. Over the course of a year, TaylorMade teamed with him to develop a golf ball that reflects his swagger and meets the performance demands of competing at the highest level.

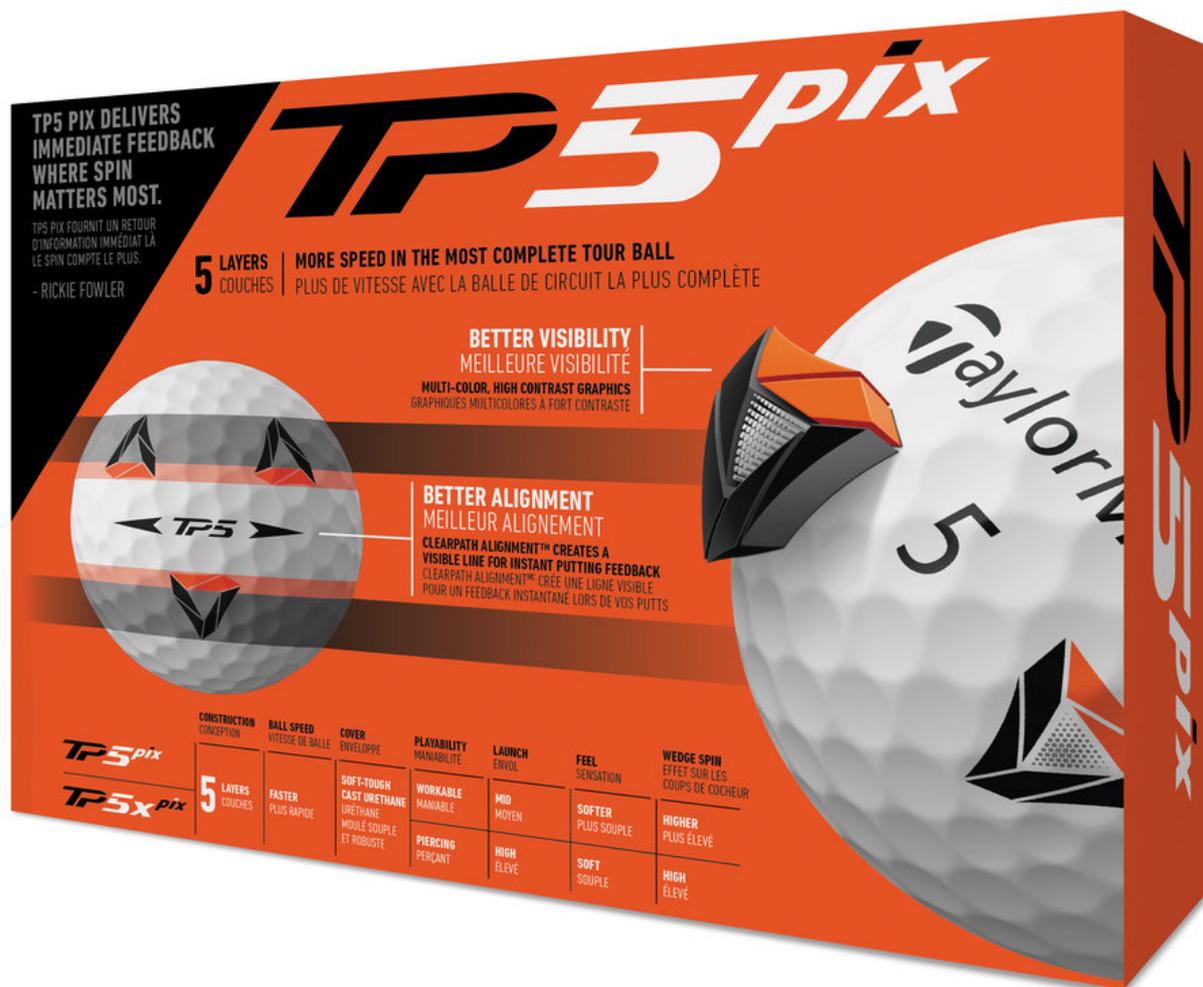
“The pix graphics give you a precise focal point to work with. When we started developing the new design, one of my first comments was if we didn’t have the full TaylorMade logo in two places, we would have space to create a path that works for alignment and feedback.”

— Rickie Fowler



ClearPath Alignment™

Like many golfers, Fowler prefers to draw a line on his golf ball to help him align putts on the green. The previous generation of pix and all other high-visibility products made that virtually impossible. Inspired by Fowler’s insights, TaylorMade uniquely positioned a single TaylorMade logo and aligned it perfectly with that TP5/TP5x stamp to form a natural pathway through the centre of the ball. Twelve (12) strategically placed multi-colour graphics frame the single TaylorMade logo and TP5/TP5x stamp to form the company’s new ClearPath Alignment™ – the marquee feature of the new pix.

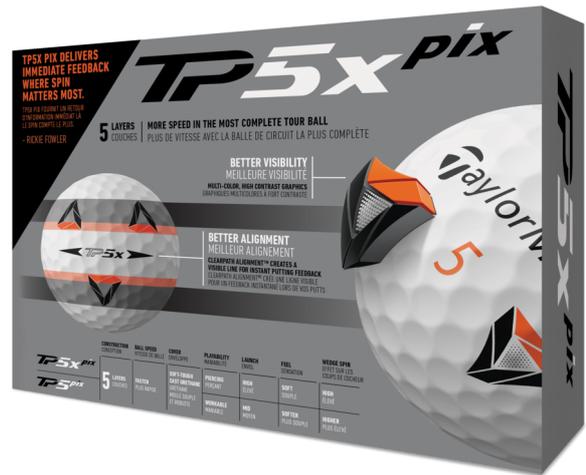


ClearPath not only helps with alignment, but it provides immediate feedback on the quality of the roll. On a well-struck putt where the ball is rolling end-over-end, the golfer can see a clearing in the middle of ball which provides two key pieces of information:

1. You've started the ball on your intended line
2. You've hit a quality putt

We learned a lot in the development of the first generation of pix, but through our partnership with Rickie Fowler we've learned even more. His vital feedback led directly to the development of the ClearPath™ Alignment System. It's not just about unique cool designs that are easier to see, it's now validated at the top of the pyramid with a performance benefit like nothing else out there. It's the ideal combination of style and function.

— Michael Fox, TaylorMade Category Director – Golf Ball & Accessories



TP5/TP5X PERFORMANCE

In 2019, TaylorMade enhanced their flagship line of Tour balls and improved speed without impacting other areas of performance. The Speed-Layer System is comprised of four increasingly stiff layers, featuring a material called HFM. HFM is the fastest material TaylorMade has ever used and is essentially a tightly wound spring and when compressed generates more rebound energy for more ball speed.

The Tri-Fast Core consists of an extra-large, low-compression inner core (16 compression in TP5 & 25 compression in TP5x) and a progressively stiffer outer core and mantle. The combination of these three layers work in conjunction to create lower drag and increased carry – the primary reason TP5 and TP5x have become the hottest Tour balls in golf.

The Dual-Spin Cover boasts an ultra-soft cast urethane cover and a 30% more rigid 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.



Pricing & Availability

The TP5 and TP5x pix will be available at retail on 2/28/2020 at an MSRP of \$59.99 CAD per dozen. To learn more about TP5 and TP5x pix golf balls, visit [TaylorMadeGolf.ca](https://www.taylormadegolf.ca).

ABOUT TAYLORMADE GOLF

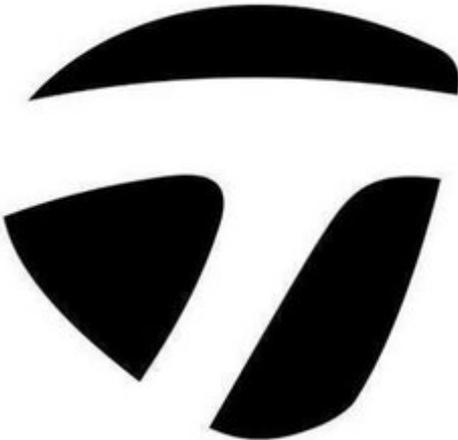
About TaylorMade Golf Company

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.



TaylorMade Golf