



THE BEST PERFORMANCE GOLF BRAND IN THE WORLD

TaylorMade Golf Introduces R9 Fairway Woods

**Engineered with TaylorMade's New Flight Control Technology
to Give Golfers the Power to Adjust the Clubhead Characteristics Eight Ways**

R9 TP Fairway Woods with Tour-Caliber 85-gram Fujikura Motore F1 also Unveiled

CARLSBAD, Calif. (January 19, 2009) - TaylorMade-adidas Golf has introduced two new fairway wood models, the R9™ and R9™ TP, both with TaylorMade's innovative new Flight Control Technology (FCT) that allows the player to adjust the head characteristics – face angle, loft and lie -- in one of eight ways.

FCT in both the R9 and R9 TP fairway woods promotes a side-to-side trajectory change of up to 35 yards, helping players to dial in straighter, longer shots. An added advantage of FCT is that it allows players to dial in the look they prefer at address, with the face angle either square, slightly closed or slightly open, promoting increased confidence.

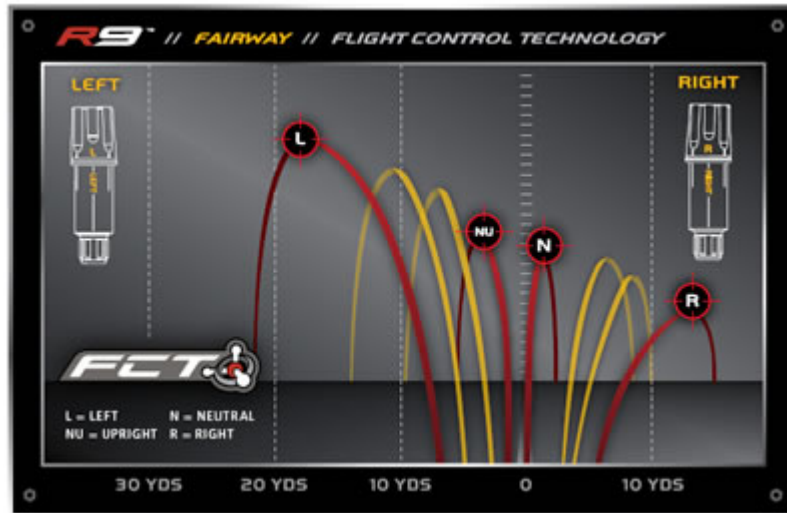
"Tour pros have their metalwoods tweaked often to change the clubhead's performance and appearance at address," said Sean Toulon, TaylorMade's executive vice president of innovation. "FCT allows every golfer to make similar changes in seconds."

TaylorMade Flight Control Technology

How does FCT work? It starts with a small metallic sleeve positioned over the tip of the shaft. The shaft is secured to the clubhead with a specially made bolt in the bottom of the clubhead. The FCT bolt is designed to be retained in the well to eliminate the chance of losing it. The sleeve, made of high-strength 7075-T6 aluminum alloy, is ringed around the bottom with small teeth, which tightly mesh with a second ring of matching teeth within the hosel. You can change the clubhead's characteristics (face angle, loft, lie) by loosening the FCT bolt, removing the shaft from the head, rotating the sleeve and shaft into a specified position, then locking them into that position within the head with the FCT bolt.

R9
FAIRWAY WOODS





The R9 fairway wood offers eight clubhead positions. Changing from one position to another is easy and takes only a matter of seconds. It's important to recognize that as the face angle closes, the loft increases; and as the face angle opens, the loft decreases. Thus R9 fairway woods are engineered to promote trajectories that are 1) increasingly higher, long-carrying and which move from right-to-left; 2) increasingly lower, more controllable and which move from left-to-right; or 3) neutral, relatively straight ball flight of a mid-level height.

TaylorMade's "New Classic" Clubhead Shape

The R9 fairway wood's clubhead features TaylorMade's "new classic" shape, which beautifully combines traditional and contemporary lines to create a clubhead that's particularly easy to aim and which sets up cleanly and beautifully behind the ball at address. The CG location, meanwhile, is more than 50 percent lower than the similarly sized r7 fairway woods. That's a dramatic difference that helps make R9 fairways incredibly easy to launch. The new classic shape also delivers high MOI for great stability on off-center hits, which also contributes to the R9 fairways' ease of use. On the underside of the head an advanced sole design, more rounded and beveled than in previous TaylorMade metalwoods, reduces the amount of sole area that comes into contact with the turf.



R9 fairways are equipped with a 70-gram Fujikura Motore graphite shaft. Loft options include: Tour 3-wood (stronger lofted at 13°), 3-wood (15°), 4-wood (17°) and 5-wood (19°); X, S and R shafts; both right- and left-handed. Availability begins on March 20, 2009 at a manufacturer's suggested retail price (MSRP) of \$275 per club.

R9 TP Fairway Woods

R9 fairway woods are also offered in a TP version (Tour Preferred), which are equipped with a more advanced, tour-caliber 85-gram Fujikura Motore F1. Loft options in include: Tour 3-wood (stronger lofted at 13°), 3-wood (15°), 4-wood (17°) and 5-wood (19°); X, S and R shafts; both right- and left-handed. Availability begins on March 20, 2009 at an MSRP of \$360 per club.

About Taylor Made Golf Company, Inc. dba TaylorMade-adidas Golf Company

TaylorMade Golf has led the golf industry's technological revolution since the company was founded in 1979. TaylorMade metalwoods, irons and putters have been used to win hundreds of professional golf tournaments around the world. In 1998, TaylorMade became a wholly owned subsidiary of the adidas Group. adidas Golf creates high-performance, technology-infused golf apparel and footwear worn by hundreds of professional golfers around the world. Ashworth, which became a brand of the TaylorMade-adidas Golf Company in 2008, creates relaxed, lifestyle-oriented golf apparel synonymous with authenticity and quality. Learn more about TaylorMade-adidas Golf and its brands at (866) 530-TMAG (8624) or www.tmag.com, www.taylormadegolf.com, www.adidasgolf.com, www.ashworthinc.com, and www.taylormadegolfpreowned.com.

About the adidas Group

The adidas Group is one of the global leaders within the sporting goods industry, offering a broad range of products around three core segments such as adidas, Reebok and TaylorMade-adidas Golf. Headquartered in Herzogenaurach, Germany, the Group has more than 33,000 employees and sales of €10.3 billion.

For more information contact:

TaylorMade-adidas Golf
Public Relations Department
Christa McNamara
Tel: 760.918.6466
email: christa.mcnamara@tmag.com

5545 fermi court carlsbad california 92008

phone 760.918.6000 fax 760.918.6014

www.taylormadegolf.com

www.adidasgolf.com



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