

Custom Club Fitting

TaylorMade Performance Labs

Call (619) 297-8700 to get started.

If you want to improve your game, stop using clubs off the rack. Get clubs fitted that fit your personal measurements. Your strength, your range of motion (or lack thereof), your back problem, and other personal issues all need to be taken into consideration when selecting the correct golf clubs – for you. Rather than changing your swing to accommodate the clubs available in stores, we design a set of clubs just for you, custom-fitted to match your individual swing characteristics, thus dramatically improving your performance.



Using the world's most advanced body motion-capture system, TaylorMade Performance Labs ("TMPL") offers the same state-of-the-art computerized fitting system used by PGA, LPGA and Senior PGA tour players. Our nine-camera system captures every aspect of your swing and translates the information into a personalized recommendation just for you. Other fitters use video cameras and hope to see what we see. But no one else has the ability to measure what we can. Best of all, the fitting process can be completed in one hour. Then we will prove unequivocally that the recommended clubs are in fact right for you by taking you to the adjacent driving range and handing you the actual recommended club and letting you hit it longer and straighter.

Most golf retail stores and pro shops offer fitting systems which utilize a launch monitor and a lie board which measure the swing at the moment of contact with the ball. These systems measure club head speed, ball speed, spin rate, and launch angle. Fitters are able to customize clubs, but in a relatively unsophisticated, trial and error manner, guessing at the specifications based upon launch monitor results that are often inaccurate. Interpreting the results becomes highly subjective and open to bias.

TMPL's fitting system is much more elaborate and effective, measuring the components of your swing as well as the results of the swing. Ball flight measurements can tell you what happened, but not why. The TMPL system utilizes an advanced configuration of hardware and software that accurately captures, quantifies and animates a subject's total body motions in three dimensions. It not only provides the most accurate method of capturing a subject's motion in 3D, but also integrates it in "real time" for immediate visual feedback. Graphic 3D images viewable from 360 degrees in motion, showing the subject's:

- Clubhead path during the swing
- Swing planes during backswing, downswing and finish
- Speed planes
- Body lines on shoulders, hips, knees, feet and spine – the angles change as the player moves and can be viewed from any angle and in motion
- Alignment throughout the swing
- Orientation of clubface throughout the swing
- Ball position (vertical and horizontal) at address and impact on the club face
- Squareness of the clubface at impact
- Location of the subject's center of gravity during the swing
- Depiction of the lateral motion of the body
- Shaft line during the entire swing
- Posture lines

These are only some of the details available. The images can be viewed from any angle, including front, back, down-the-line, from either side and even from above and underneath. All measurements are to a tolerance of one-tenth of a degree.

Separate tests are conducted with the driver, the 6-iron, and the putter. During the testing, you will wear special reflective markers on your hat, shoulders, back, chest, elbows, wrists, waist, knees and shoes. Additional markers are placed on the club's shaft and the face of the club. A nine-camera system picks up the markers in space and gathers data about your swing which is compiled in seconds by a computer program into a life-like, almost photographic three-dimensional moving graphic image of your swing. At the conclusion of the tests, a recommendation is generated which designates the

precise specifications for the driver, irons and putter which are best suited for your individual swing characteristics of each subject.

Because you only have to hit 5 balls with each club, fatigue does not become an issue. No longer do you have to keep hitting balls, trying club after club, until you are so tired that your swing is not recognizable. A key aspect of our program is that after the recommendation is produced, you will be invited to go to the adjacent driving range to validate the results of the fitting, using the precise clubs that have been recommended. You will see for yourself an immediate and significant improvement in the feel and results of your swing.

In addition to measuring all aspects of your swing, the computer operator, who is a PGA Professional, is able to diagnose and correct minor swing faults in virtually every golfer. The technology permits you to see, in realistic three-dimensional imagery, your swing from any angle in real time and understand exactly what is happening in your swing and how to make minor corrections. The ability to see your swing from any angle, live, is very compelling. We can even compare your swing with PGA tour players to demonstrate what you need to do. The comparison can be done side-by-side or even overlaid one upon the other. This is most advantageous when, in subsequent sessions on the system, the customer desires to make swing adjustments and improvements. The system has proved to be extremely valuable and efficient to those taking lessons on it.

TMPL is opening sites around the world to make the system available to golfers like you. The first three are at the following locations:

- Aviara Golf Club, Carlsbad, California (30 miles north of San Diego)
- The Ritz Carlton Hotel and Resort at Reynolds Plantation, Greensboro, Georgia (75 miles east of Atlanta)
- Fancourt Hotel and Country Club Estate, George, South Africa (200 miles east of Cape Town)

Call 619-297-8700 today to schedule an appointment. You will be amazed how much longer and straighter you can hit the ball. Improve your performance. Improve your fun. Golf is a game, but we all want to play better. TMPL can make that happen for you. We've done it for many others. Call today!