


<p>The Pro Shop with Gary Mayes</p> <p>WEEW ALL SPORTS-730</p> <p>"Fairways and Greens" hosted by Matt Perrault Monday evenings at 6:30 p.m. CST</p>	<p>May 17, 2004</p> <ul style="list-style-type: none"> - TaylorMade Driver - In the Bag of Sergio Garcia 	
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- TaylorMade r7 quad Driver

TaylorMade Golf has introduced the **r7 quad**, a new driver featuring TaylorMade Launch Control (TLC) technology. The TLC feature gives golfers the ability to change the driver's launch conditions by redistributing 24 grams of discretionary weight in a variety of ways. The driver is capable of six different launch conditions, allowing the golfers to choose the one that generates maximum distance, accuracy and workability. The design features a system of four ports, called TLC ports, which are located in the sole of the clubhead. For each port there are differently weighted cartridges, called TLC cartridges, which can easily be installed in the TLC ports and removed again. Installing different-weighted TLC cartridges in different configurations in the TLC ports effectively shifts the center of gravity (CG) toward the front or the back or toward the heel or the toe. Each CG location delivers a new set of launch conditions based upon the golfer's personal performance needs. The range of launch conditions that the r7 quad is capable of delivering permits it to promote six trajectory types that can help the player to hit the ball higher or lower, and at the same time provides biases that will help low- and mid-handicap players to work the ball to the right or to the left by varying degrees up to ten yards. r7 quad TLC cartridges weigh 10 grams and 2 grams. The 10-gram TLC cartridges are made primarily of tungsten; the 2-gram TLC cartridges are made entirely of titanium. The r7 quad comes with two 2-gram cartridges and two 10-gram cartridges. Positioning the TLC ports near the clubhead's perimeter creates the additional benefit of increased MOI, making the r7 quad's 400cc clubhead more stable and forgiving on mis-hits, regardless of how the TLC cartridges are configured. The r7 quad is available in lofts of 7.5, 8.5, 9.5 and 10.5 degrees. **Manufacturer's suggested retail price is \$600.00 each with availability in mid June.**



The Pro Shop with Gary Mayes

May 17, 2004 (continued)

- In the Bag – EDS Byron Nelson Championship

“Drive for Show, Putt for Dough”

Winner – Sergio Garcia

Driver – TaylorMade r7 quad

Putter – TaylorMade Rossa Mezza Monza

Golf Ball – Titleist Pro V1x

2004 Season Leaderboard - PGA Tour

Driver

TaylorMade – 9 wins

Titleist – 5 wins

Callaway – 3 wins

Nike – 2 wins

Ping – 1 win

Putter

Titleist – 8 wins

Never Compromise – 3 wins

MacGregor Bobby Grace – 2 wins

Ping – 2 wins

TaylorMade Rossa, Dunlop, Odyssey, SeeMore, Yes! – 1 win

Golf Ball

Titleist – 15 wins

Nike – 2 wins

Callaway, Dunlop, Precept – 1 win

Next Week ... ***More New Products*** ...