



R5
HUNDRED
SERIES

What makes the R500 Series Drivers the longest ever created?

Highest legal COR

The R500 Series deliver the highest COR allowed by the USGA: .830

Inverted Cone Technology (ICT)

ICT captures energy that would otherwise be lost on mis-hits, resulting in a significantly larger COR Zone—the area of the face that delivers maximum COR (also known as the “sweetspot”).

An R500 Series COR Zone is approximately the size of a quarter—two times larger than the 300 Series’ COR Zone and about 100% larger than our nearest competitor’s.

While other drivers suffer a loss of ball-velocity ranging from 5 and 10 mph when impact is made 1/2 inch off-center, an R500 Series driver will suffer only half of that loss, thanks to its expanded COR Zone.

Each mph lost equals two yards of distance, so losing 5 to 10 mph of ball-velocity decreases distance by 10 to 20 yards, making the R500 Series dramatically longer on mis-hits.

Motion Analysis Shaft System (M.A.S.²) and Tuned Weight Cartridge (TWC)

TWC and M.A.S.² technologies work in concert and complement one another like a sports car’s powerful engine and performance-enhanced suspension.

The TWC and M.A.S.² allow TaylorMade engineers to precisely coordinate and balance the properties of the shaft with the properties of the clubhead, thereby extracting the maximum performance from both components.

Together, TWC and M.A.S.² work in unison to deliver each golfer his or her optimum clubhead speed, optimum initial ball velocity, optimum impact alignment and optimum launch angle, resulting in maximum distance and accuracy.

For every player there is an R500 Series driver

Because golf swings can differ markedly, the R510, R540 and R580 are engineered to be markedly different clubs. They even sound different at impact.

When a player tests all three models, the results should make it clear which one suits him or her best.