



ONLY ONE CAN



LOFT



FACE ANGLE



SHOT SHAPE



FR

#1 Driver in Golf claim based on combined 2012 wins and usage on the PGA, European, Japan Golf, Web.com, Champions and LPGA Tours, as reported by the Darrell Survey Co. and Sports Marketing Surveys, Inc.



“Our depth of experience and expertise with tuning technologies allowed us to create the R1, one driver that can be adjusted for everyone from Tour pros to high handicaps.”

DR. BENOIT VINCENT
CHIEF TECHNICAL OFFICER

ONE DRIVER THAT TUNES TO ANY LOFT, ANY LOOK AND ANY FLIGHT

- ▶ One driver model that can be tuned to fit Tour pros and amateurs alike.
- ▶ TaylorMade Loft-Sleeve technology promotes optimal launch angle by offering 12 settings between standard driver lofts of 8° and 12° (±2°) – including 7 standard and 5 upright loft options.
- ▶ 7 face angle options: N/square, open, medium-open, maximum-open, closed, medium-closed, maximum-closed.
- ▶ Shot-shaping movable weights promote a neutral/straight flight or a distance-enhancing draw.
- ▶ Thick-thin crown provides lower and more-forward CG location promoting high launch, fast ball speed and low spin.
- ▶ Inverted Cone Technology milled into the inner side of the clubface expands the portion of the face that delivers high ball speed.
- ▶ Black clubface, non-glare white crown and new gray/orange/black crown graphic together promote easy alignment.
- ▶ Improved aerodynamics reduce drag over the head to promote faster clubhead speed.
- ▶ Aldila RIP Phenom 55-gram shaft promotes faster clubhead speed while delivering greater feel than typical ultra-light shafts.

80% OF GOLFERS ARE PLAYING THE WRONG LOFT

*80% claim is based on player data from TaylorMade's MATT System.



SHAFT

ALDILA RIP PHENOM 55 - X, S, R, M, L
ALDILA RIP PHENOM 65 TP - X, S, R

GRIP

TM 360 - 55g

CLUB/LOFT	HAND	LIE	VOLUME	LENGTH	SWINGWEIGHT
R1 (8°-12° RANGE) Shipped in 10° setting	RH / LH	61°	460cc	45.5"	D4

CUSTOM OPTIONS AVAILABLE