



# GAME IMPROVEMENT IRON LENGTH CHANGE NOTIFICATION

## TAYLORMADE GOLF COMPANY CUSTOM DEPARTMENT NOTICE REGARDING LENGTH MEASUREMENT

### ATTENTION CUSTOM FITTERS AND ACCOUNTS!

As of 11/1/18, TaylorMade has improved the way we measure and list the overall club length for our iron products. In the past, we measured overall club length using a method referred to as the “pin length.” Moving forward, we will be using the measurement method known as “ground plane.” The ground plane method is the closest method to an industry standard and is the preferred measurement method of the USGA. Our goal is to simplify the club-length measurement process and improve build accuracy by switching to the preferred USGA ruler. Now matching a customer’s existing club length will be easier than ever!

## NEW GROUND PLANE MEASUREMENT METHOD



### WHAT YOU NEED TO KNOW...

- Our lengths have changed slightly for the past game improvement irons (SIM MAX, SIM MAX OS, M6 and M5).
- When compared to the specified club length of previous game improvement irons (SIM MAX, SIM MAX OS, M6 and M5) appear longer in the specification table but are actually VERY similar in length to previous product (see below).
- Iron lengths are within 1/8” or less of the previous models.
- In order to keep the physical club lengths as close as possible to previous models, we rounded lengths to the nearest 1/8”. This required some irons to get slightly longer and others to get slightly shorter.

See below a table for reference. This shows the current and prior M Series iron lengths if they were all measured on the new Ground Plane. As you can see the prior M Series Irons are within 1/8” of the physical lengths of the new SIM MAX, SIM MAX OS, M6 & M5 irons.

		3	4	5	6	7	8	9	PW	AW
Prior M Series Product	M3, M4, MCGB Max	39.28	38.65	38.03	37.39	36.97	36.43	35.95	35.91	35.84
Latest Game Improvement Product	SIM MAX, SIM MAX OS, M6, M5	39.25	38.62	38.00	37.50	37.00	36.50	36.00	36.00	35.75

Now that we are matching the USGA method of measurement the fitting process will be easier than ever. Rest assured this will help the accuracy of orders and custom builds moving forward. If you have any questions about this change or how to get your custom order best fit for you, please do not hesitate to call our customer service team at 1-800-888-CLUB!