



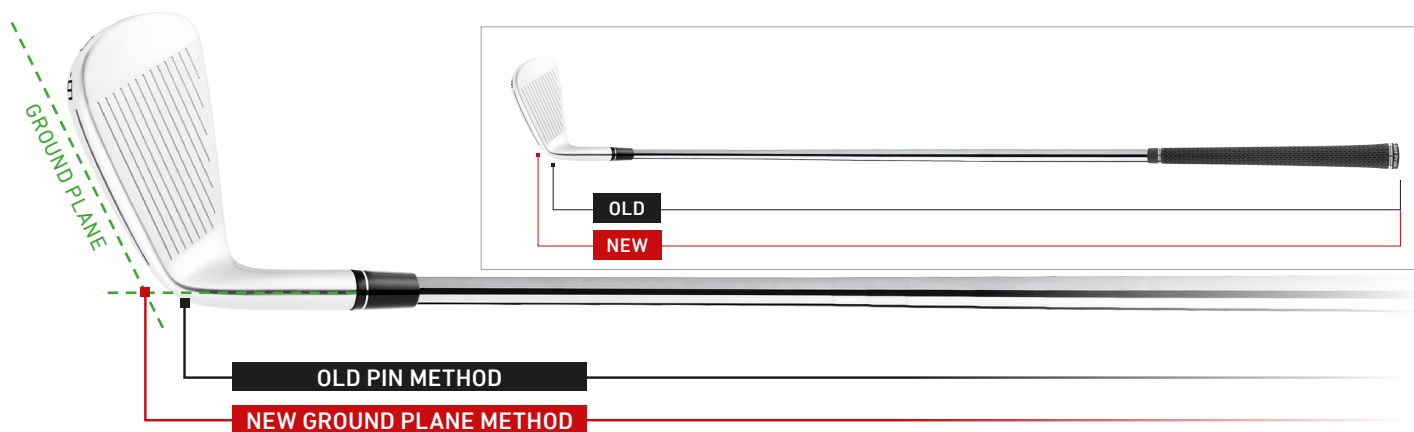
OUR CLUB MEASUREMENT METHOD HAS CHANGED.

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 standard lengths are changing slightly!
- When measuring an individual club with each measurement method, the ground plane measurements are longer on paper only (see image above).
- For your reference a table has been provided listing previous TaylorMade irons as measured by the new ground plane method (see table below).
- In order to keep the physical overall club lengths as close as possible to previous irons of similar designs we rounded to the nearest 1/4". This required some iron models to get slightly longer and other models to get slightly shorter. All iron lengths are within 1/8" of previous designs.
- If a length change of up to 1/8" is important to you, when ordering new product please reference the table below and adjust your custom build as needed.

HOW DO I ORDER NEW IRONS?

- If you were fit for a new iron, perfect! You don't need to do anything except order what you were fit for.
- If you are trying to match the exact length of previous TaylorMade irons, unfortunately the smallest iteration we can offer on custom build lengths is 1/4". To get as close as possible to an old length we recommend the following:
 1. Get fit or demo the new iron model at a retailer near you and determine if the difference in length is something you want to adjust for.
 2. Reference the table below and adjust your custom build spec to be +1/4" longer to prevent your new irons from coming in shorter than your current build specification.

We apologize for any inconvenience this may cause, but 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!

GROUND PLANE LENGTH CONVERSION TABLE											
	3	4	5	6	7	8	9	PW	AW	SW	LW
P790 / 770 / 750 / 730	39.13	38.63	38.13	37.63	37.13	36.63	36.13	36.00	36.00		
M3 / M1 / Psi	39.13	38.63	38.13	37.63	37.13	36.63	36.13	36.00	36.00	36.00	
M2 / M4		39.25	38.63	38.00	37.40	36.90	36.40	36.00	36.00	35.88	35.50