

R9™ Driver

TaylorMade-adidas Golf

The new R9™ driver unites two TaylorMade technologies to promote phenomenal distance and accuracy. Flight Control Technology (FCT) allows players to adjust the clubface angle, loft and lie each by 2°, while Movable Weight Technology™ (MWT®) permits players to adjust the clubhead's centre of gravity. The combined effect of FCT and MWT® promotes up to 75 yards of side-to-side trajectory change.



8 distinct head positions

The new R9™ driver delivers 8 distinct head positions giving players the power to adjust the loft, lie and face angle.

24 driver configurations

The adjustable head and the movable weights enable players to optimise their own driver.

3 movable weights

Movable Weight Technology™ lets players change the head's centre of gravity.

THE IRONS SET NEVER REALLY WORKED
FOR THE GOLFER. IT WAS A WEAK IDEA BORN OF
LAZY CLUBMAKERS. SETS WERE CREATED FOR
IRONS TO MATCH. THAT'S WHY THEY LOOK ALIKE.
THAT'S WHY THEY PERFORM TOO MUCH ALIKE.
AND THAT IS WHY THE SET IS HISTORY.
THE SET IS DEAD.

BURNER® IRONS. EIGHT INDIVIDUAL IRONS, EACH WITH ITS OWN MISSION. Every Burner iron is engineered with progressive precision. Head shape and size, thinner and hotter faces, sole width, top line thickness, offset and shaft length have been optimized to make every Burner iron uniquely powerful. We didn't build a set. We engineered eight irons to be the very best of its kind.



The Set is Dead

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To promote the new Burner® family of irons, the multi-platform campaign "The Set is Dead" will launch in 2009. Irons have for too long been engineered as a set – without heed to the shortcomings of this approach. TaylorMade realised that because long-irons, middle-irons and short-irons serve different purposes they should be designed separately so that each delivers a specific type of performance. "The Set is Dead" is a declaration of TaylorMade's new way of creating high-performance irons.