

# TaylorMade makes driver adjustments easier

## *New SLDR (Slider) Driver now available*

Starting with the r7 Quad in 2004, TaylorMade committed itself to adjustable drivers with movable weight technology – a bold move at the time that paved the way for the company’s success in metalwoods.

But for those golfers who still haven’t fully embraced tinkering with weights, TaylorMade has developed a driver with a clubhead weight distribution system that’s quicker and easier to use than any of its previous innovations.



TaylorMade’s new SLDR driver (pronounced Slider) has a weight track near the front of the sole. The track runs from heel to toe. A 20-gram weight moves on this track and is locked into place at one of 21 positions marked on the sole.

Moving the 20-gram weight and locking it – with the same wrench used for adjustability in other TaylorMade drivers – takes maybe 15 seconds. The weight never comes loose from the clubhead.

Lock the weight into a position near the heel, there will be more likelihood of a draw.

Lock the weight into a position near the toe, there will be more emphasis on a fade.

“We were sketching concepts for this back in 2002,” said Tom Olsavsky, TaylorMade’s senior director of product creation for metalwoods. “The result is the reinvention of our movable weight technology.”

TaylorMade isn’t claiming that it invented sliding weights in driver heads. In fact, Mizuno introduced its first driver with sliding weights in 2007. Both the MP-600 and MP-630 models from Mizuno had dual sliding weights positioned near the back of the sole, although neither model is currently in the Mizuno line.

Loft on the SLDR can be adjusted 1.5 degrees up or down with TaylorMade’s Loft Sleeve technology (formerly called Flight Control technology). However, this driver offers further personalization with four stock lofts: 8, 9.5, 10.5 and 12 degree.

Though TaylorMade has made an aesthetic statement in recent years with white drivers, SLDR will not be one of them. It is only available with a charcoal-gray crown and a silver face. The driver, with a suggested retail price of \$399.