

To: Reporter@media.com
Subject: TaylorMade to Release Golf Cart



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Mission Statement: To Be The Best Performance Golf Brand In The World

Syracuse, NY, April 15th, 2024- Who's ready for TaylorMade's newest and most innovative project this year? It will take your golf game to the next level! TaylorMade is releasing a new golf cart with GPS tracking and a points system.

You may be wondering, "How will be able to earn points from a golf cart?", and "What will these points earn me?" Lucky for you, all those questions will be answered. This new golf cart is going to be using innovative software to map courses, pin placement and judge what club you should use.

This is going to change the game of golf for courses near you. As you log into your TaylorMade app, you can see all your scores from previous rounds. You can review holes you've struggled with and the cart's software will assist you. Like a caddy, it will advise you on how to improve your score for that specific hole and your total score for that round.

Taylormades' overall goal is, "To be the best performance golf brand in the world." With the new points system being instituted, they're living up to that motto. You can earn points through the software by achieving your set goals. For example, if you have trouble hitting your driver, you can set a goal of hitting 11/18 fairways throughout the whole round. If you reach that goal, Taylormade will award you a set number of points that will allow you to climb the leaderboard of all golfers on the app.

Additionally, Taylormade will begin to award you free products when you reach a certain number of points. If you reach your fairway goal or achieve a Green In Regulation goal, you will receive a certain amount of points that can be redeemed for a free sleeve of balls, clothing or even new clubs.

Taylormade is creating this high-tech cart because they care about the golf game of their loyal customers. They want to see their customers' skills progress and reward them for consistently improving their game. The service will also provide a way to participate in friendly competition with your friends. You can look at the usernames of other players to see where they rank on the points leaderboard in the app.

TaylorMade was founded in 1979 after its founder, Gary Adams, secured a \$24,000 loan on his house to get things started. With financing in place, the next step was to rent space to build an assembly line, which Adams achieved.

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