

THE CUSTOM FITTING CENTRE OF EXCELLENCE

SCOTT PEDDIE GETS FITTED AT THE NEW TAYLORMADE PERFORMANCE CENTRE AT KINGSFIELD

Here at bunkered HQ we always sit up and take notice when an email pops into the inbox from TaylorMade, anticipating their latest release or some news from the tour.

So, you can imagine my excitement when I was offered the chance to be the first person to test out the brand new TaylorMade Performance Centre at Kingsfield Golf Centre in West Lothian for my own custom fit session. It's not every day you get an invitation like that.

To tell you a bit about my game, I'm in the same boat as most average golfers in that I had never been fitted and was guilty of playing with the same clubs for more than a few years. I play to a decent standard (when I'm playing well) and had never considered the negative affect off-the-shelf sticks were having, not until I visited Kingsfield.

Upon stepping into the high-tech fitting studio, it is easy to become intimidated. There is lots of technology and almost every TaylorMade putter, wedge, iron and driver model under the

sun on display - and just the fact that someone will be watching your swing is enough to bring on the butterflies.

But that's where the fitter, Ian Fraser, comes in. It is his job to put you at ease and make sure that you are swinging to the best of your ability. I found out the extent of his expertise in this area after starting my warm-up with half a dozen shots that resembled shanks. A few assurances from Ian allowed me to relax and I was quickly back to normal.

All throughout the session you are in his capable hands so, although there is a mind-numbing amount of equipment and lots of technology, all you have to do is swing while he does the rest.

Once warm, I decided a driver fitting would be most beneficial; I've been pretty poor off the tee lately.

Although each session lasts around an hour, if you would like to be fitted for a full bag, it is recommended that you book in for double that time.

My part in the fitting process itself consisted of simply hitting balls at a

target. All the hard work is done by the ball flight analysis technology, Trackman, which displays all the info on flatscreen TV screen for Ian to read.

Trackman returns figures on launch angle, swing speed, smash factor and spin rate, among other areas, which the fitter can then consider to implement changes to the club in hand. It also gives an average reading of shots hit to eliminate any anomalies.

Having begun with the standard R9 SuperTri, in just a dozen balls (all pulled) Ian could tell I needed a stiffer shaft and the face to be opened by a degree.

Using TaylorMade's Flight Control Technology (FCT) - which is built into its latest drivers to allow changes in clubface set-up - and the SelectFit System - making it possible to interchange clubheads and shafts with ease - Ian was able to make these alterations in a matter of seconds and the improvement was there for all to see in my ball striking and the way the numbers were stacking up on screen.



A few more balls, right at the target if you don't mind me saying, and both Ian and I were happy he had found the right combination of clubhead and shaft. All I did was hit a few balls, but I couldn't have been happier with the result.

The most obvious improvement was the level of consistency that a custom-fit driver brought to my game. The well-hit shots were going that bit farther and straighter than usual, but so were the bad ones. This is the kind of result that Ian says makes the session invaluable.

"There are always patterns and you are always looking to bring the bad shot closer to the good shot," he said.

"If you can make the good shot better, great, but if you make the bad shot a lot closer, bring in the margins of error and cut out the lost balls, then even better.

"When you can learn so much about your swing path and your angle of attack down to the ball, what you are capable of producing as a result is absolutely huge."

The skill of the club fitter in the process really can't be overstated. A massive advantage that being fitted by a dedicated TaylorMade staff member is that no one has a greater knowledge of the way the brand's clubs perform.

Ian's awareness of both the equipment and the Trackman system puts you in a comfortable position of knowing you're in the right hands - especially if you are going to be forking out for a new set or irons or a driver at the end of it all.

He went on to explain: "Why having a

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TaylorMade dedicated member of staff works so well is that understanding what opening the face does to the loft and moving the weights around is complex.

"That's why this is the performance centre, this is what we do, we know everything about everything."

What's more, at Kingsfield, you are also exposed to the same technology as



During the session you are in the hands of fitter Ian Fraser, who will talk you through the process

TaylorMade's tour staff, and guys like Sergio Garcia demand the very best.

This combination of personal know-how and cutting-edge technology just can't be competed with, but TaylorMade has been very careful not to alienate the local PGA pro. That's why you can't buy your clubs directly from Kingsfield and instead have to go through your local TaylorMade stockist to book a session.

So, while the fitting fee is paid to Kingsfield, when it actually comes to buying your custom clubs, you can only do so through your local pro. Only he will be given your personal specifications, so only he will be able to supply your clubs.

In this way, TaylorMade is not only providing a great, never before available service to the public, but is protecting the livelihood of Scottish club professionals.

Once ordered, TaylorMade aims to have your clubs delivered within seven working days, so you won't have to wait long before you are seeing the many benefits. And, if my experience is anything to go by, the change to your game could be quite remarkable.



TaylorMade's FCT system minimises the time spent altering clubs during the fitting session



THE TAYLORMADE PERFORMANCE CENTRE: GET YOURSELF A FITTING



How does it work?

Fitting sessions can be made by appointment through your local TaylorMade stockist, usually a PGA pro, and will last roughly 60 minutes. During that time you can be fitted for metal woods or irons using Trackman and TaylorMade SelectFit. The fitting specifications are then sent to the stockist.

How much does it cost?

Each one-hour session costs £45 which is payable on arrival to the Kingsfield Golf

Centre by debit or credit card. A fitting for a full set of TaylorMade clubs will require a double session, which costs £90.

How do I book?

Appointments must be booked through a TaylorMade stockist who will call Kingsfield directly. He or she will need your name, telephone number, email address and golf handicap. The TaylorMade Performance Centre will initially be opened Wednesdays and Thursdays.

How do I place and order?

Within 48 hours of the completion of the fitting session, the customer's specifications will be emailed to the stockist. Orders for clubs are then made by the stockist directly to TaylorMade. Once ordered, you can expect a delivery in seven working days.

Who to contact?

For more information call Kingsfield Golf Centre on 01506 671607, or email info@kingsfieldgolf.com.