



GET FIT TO A TEE

The proper equipment can help lower your score

A little piece of The Kingdom has come to Orange County. We're talking of TaylorMade's state-of-the-art club fitting facility in Carlsbad. For years, it was open only to TaylorMade staff and the top professional golfers in the world.

In 2005, The Kingdom opened its gates to players who aren't touring pros, something that ChampionshipFitting is now offering in its 3,000-square-foot facility in Irvine.

ChampionshipFitting is the brainchild of Pat Mateer, whose Championship Golf has worked with TaylorMade on planning golf events for the past 20 years. In August,

Mateer unveiled ChampionshipFitting, which he believes is part of the trend that is revolutionizing the way golfers buy clubs.

"We sensed that this is the direction that golf is taking in relation to golfers acquiring equipment," Mateer said. "The days when you walk into a golf shop, take a few swings and then buy a set of clubs are fading fast. The technology we possess, which has long been reserved for touring professionals and leading amateurs, is now becoming available for all golfers."

Golfers who book a club fitting session receive in-depth analysis of their swings via TaylorMade's MATT system, a motion analysis technology using six high-speed cameras that allows club fitters to process a golfer's

swing in real time. They then move to the Flightscope portion of the process, which views a golfer's ball flight tendencies, allowing for an even more precise analysis for the club fitting process. Finally, a ROSSA Putter Lab does the same thing for the most important club in any golfer's bag.

"Most golfers are playing with equipment that's not right for their game," Mateer said. "They're trying to fit their game around their equipment instead of the other way around."

The club fitting session is precise, interactive, and intensive, Mateer said. And the end result is that every golfer will have a brand-new, wholly customized set of clubs that is ideal for their swing. ■



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