



## PRESS RELEASE ANNOUNCEMENT

### TaylorMade-adidas Golf Canada Partners with University Golf Club in Vancouver to Create a New Shopping Experience for Golfers

**Woodbridge, ON (May 4th, 2015)** – TaylorMade-adidas Golf Canada in partnership with University Golf Club Vancouver, BC is proud to announce the re-opening of “The Shop”. This exclusive shop, the first of its kind for the TaylorMade-adidas golf brands in Canada, delivers a new cutting edge shopping experience for patrons of the club and Greater Vancouver area residents.

The 1600 square foot retail space was completely redesigned with inspiration from TaylorMade-adidas Golf’s global headquarters in Carlsbad, California and the team at University Golf Club. It delivers a premium shopping experience for golfers interested in the latest products from TaylorMade, adidas Golf, Ashworth and Adams golf.



*University Golf Club Proshop images available for download [here](#)*

“Building the first state of the art TaylorMade-adidas Golf shop in Canada at the University Golf Club was really an easy choice,” said David Bradley, General Manager, TaylorMade-adidas Golf Canada. “Michael Mather and his team at UGC have been great business partners of ours for a number of years; and have been early adapters when it has come to countless new initiatives that we have rolled out together in the Greater Vancouver area.”

“The Shop” includes designated areas for each of the brands and a vibrant, broad selection of the latest products including golf clubs, footwear, apparel and golf accessories. Integrated into

the new environment is one of eight adidas Golf footwear Lift and Compare stations in the country. This state of the art station allows consumers to interact digitally with the products features and benefits as it reacts to customers physical movement selections.

“You always want strong partnerships in everything you do – with your customers, your employees and your suppliers,” said Michael Mather, General Manager, University Golf Club. “TaylorMade-adidas Golf was my automatic choice when it came to deciding what golf equipment & apparel company I thought would be best for UGC. Their commitment to always introducing the best and most technologically advanced products that benefit golfers is second to none.”



University Golf Club is also home to a TaylorMade Performance Centre. The Centre delivers premium convenience to consumers wanting to get fit by a TaylorMade Master Fitter for every club in the bag. The Centre provides the player with data such as spin rates, launch angles, swing speed, ball speed to recommend the ideal set-up for a player's bag, including suggested ball type. The fitting process ends by delivering customized specifications and a point of contact for future fitting related inquiries.

“Needless to say, we are very excited about this initiative and the opportunity it presents to showcase our stable of brands in partnership with one of the busiest and best operated golf facilities in the country,” said David Bradley, General Manager, TaylorMade-adidas Golf Canada.

### **UNIVERSITY GOLF CLUB**

University Golf Club boasts over 85 years of serving the community. The club is centrally located just minutes from both downtown and Vancouver International Airport in the heart of the Pacific Spirit Park on the University Endowment Lands. The club has an amazing golfing atmosphere, with its classic west coast course design and full service clubhouse, Westward Ho! Restaurant, pro shop, practice facility, and golf academy.

Phone: 604.224.7799

Address: 5185 University Blvd., Vancouver, BC

Host Site: [universitygolf.com](http://universitygolf.com)

### **TAYLORMADE PERFORMANCE CENTRE**

The TaylorMade Performance Centre at University Golf Club features the largest selection of TaylorMade demo heads and shafts on the west-coast. The Centre provides year-round sessions with a TaylorMade Master Fitter, in a private environment, sheltered from the elements.

The TaylorMade Performance Centre recently extended hours of operation. Appointments can

now be booked Wednesday through Saturday during the following times:

- Wednesdays and Fridays: 10:00 a.m -6:00 p.m.
- Thursdays: 12:00 p.m. - 8:00 p.m.
- Saturdays: 10:00 a.m. - 4:00 p.m.

Email: [taylormade-canada@tmag.com](mailto:taylormade-canada@tmag.com)

Phone: 800.668.9883 X4

Address: 5185 University Blvd., Vancouver, BC

Host Site: [taylormadegolf.ca](http://taylormadegolf.ca)

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#### **About the adidas Group**

The adidas Group is one of the global leaders within the sporting goods industry, offering a broad range of products around the core brands: adidas, Reebok, TaylorMade and Reebok-CCM Hockey. Headquartered in Herzogenaurach, Germany, the Group has more than 53,000 employees and generated sales of EUR 14.5 billion in 2014.

#### **About TaylorMade Golf Company**

Headquartered in Carlsbad, California, TaylorMade Golf Company sells golf equipment, footwear, apparel and accessories under the TaylorMade, adidas Golf, Adams and Ashworth brands. TaylorMade Golf Company posted 2014 sales of €913 million.

#### **For more information and/or additional assets, contact:**

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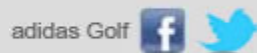
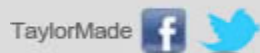
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