

# TALE OF THE TAPE



Hank Haney, instructor to over 200 Tour professionals (including Tiger Woods), has authored four instructional books and 14 DVDs.

*"If you don't have this technology, you are at a competitive disadvantage."* – HANK HANEY

CARLSBAD CALIFORNIA: Hank Haney, considered one of the finest golf instructors in the country, has seen his fair share of mishits.

"I have given 50,000 lessons—including to Charles Barkley!" said Haney.

"During the filming of our series on the *Golf Channel*, Barkley was simultaneously insulted and complimented when the media reported they hadn't seen a worse swing in the world.

"Barkley rebutted, 'They couldn't have seen *every* swing in the world, could they?' Over the course of 38 years of teaching, I can confidently say that I have seen every possible swing in the world," smiled Haney.

## LESSONS LEARNED

"Distance determines your ultimate potential in golf," explained Haney, "but, *consistent* distance is crucial. Amateurs miss the sweet spot on irons an astonishing 76 percent of the time. Even Tour players mishit irons around 20 percent. Minimizing distance lost on a mishit could make the difference between

your ball plugging in the bunker versus a birdie putt. That's why I was intrigued with TaylorMade's new RSi irons. I wanted to be careful not to sip the Kool-Aid before endorsing the product."

## A COMPETITIVE ADVANTAGE

"I would guess that during your last round, someone lamented that they needed to take one more club on an approach shot," said Tom Kroll, global product manager at TaylorMade. "Usually it isn't that a golfer chose the wrong iron, but that they mishit the iron.

"Our R&D team worked overtime on our new RSi irons. We had 100s of prototypes and 100,000s of demo hits to perfect the technology. We pressed the limit on manufacturing capabilities. Some of our prototypes shattered after two swings," recalled Kroll.

"TaylorMade's RSi irons, with their patented face-slot design, increase your distance on a perfect hit by 2 yards...but, that is not the big story here. Remarkably, the RSi iron technology increases your distance by 5+ yards on mishits. The outcome is a tighter dispersion of hits resulting in more greens in regulation and more birdie putts. Our RSi irons are the best product we have ever created," praised Kroll.

## A PROBLEM ALL GOLFERS HAVE

"I am a proponent of teaching you how to evaluate your game and help yourself," said Haney. "You must be able to determine where your big misses are in your game.

"The next time you are at the practice range, place a piece of masking tape on your clubface," encouraged Haney. "Then, after you hit what you deem to be a solid, pure shot, see where the ball left an indentation on the tape. You will be surprised how many shots are actually off center.

"I think TaylorMade's RSi irons are golf's next game changing technology. It is an outstanding product from the company that I know and love." ■

*For more information, please visit [TaylorMadeGolf.com](http://TaylorMadeGolf.com).*

