

## TaylorMade turns white into green!

Written by TMAC GOLF

Tuesday, 15 November 2011 08:07

---

On the equipment side in 2011, the story has centered on “white” drivers. TaylorMade has enjoyed the equivalent of a “dumb blonde,” persona as



consumers to media have talked about the company’s metal woods appearance. Meanwhile, the company orchestrated its Tour staff into the product rather quickly at the start of the playing season and even saw non members migrate into it such as Luke Donald (world #1) and Fred Couples (Presidents Cup captain) and Davis Love III (Ryder Cup captain). The buzz has been focused on the appearance, but there has been more to it than simply its look. The R11 driver boasts 49 worldwide wins for TaylorMade adidas Golf, more than any other brand, according to the company. The popularity of the product has helped to drive TaylorMade adidas Golf business results as well.

Despite negative currency translation effects that impacted TaylorMade adidas Golf’s sales in Euro terms, in the first nine months of 2011, revenues increased 14% to 814 million Euros from 713 million Euros last year. Factoring out the currency translation, revenues grew by 17%, its parent company adidas reported. Despite a slumping global economy and a never-ending erosion in the number of rounds played in the US (the largest golf market in the world), 2011 hasn’t interfered that significantly with the company’s progress. According to adidas, strong double-digit revenue increases in both metal woods and putters were the primary reasons for the higher numbers. adidas did not provide a specific breakdown of its TaylorMade’s profit. It falls under adidas’ “other business” division which also includes Rockport and Reebok-CCM Hockey as well as other centrally managed brands. The division is profitable and TaylorMade represented 68% of the nine-month revenues (Euro 1.197 billion).