



Press Release

May 24th 2011

BICESTER, BUCKS (May 24 2011) – The newest Motion Golf has opened on May 26th 2011, to offer its revolutionary golf instruction technology to the UK's and Europe thriving golf community!

The new Motion Golf Institute is located at Magnolia Park Golf Club, near Bicester in Buckinghamshire and it is the first location for a soon to be national name in golf instruction.

Previously only available for use by TaylorMade-sponsored golfers and PGA teaching pros, the Motion Golf Imaging system is now available to virtually anyone interested in improving their game.

The system creates a 3-dimension, real time video using a combination of high speed cameras and special gear for the student to use. A golfer can take any type of swing from driving to putting and view it from every angle.

Because the technology was developed through research with the TaylorMade Golf Company, images recorded by its sponsored professionals – including Darren Clarke and Sergio Garcia – can be used for side-by-side comparisons with a students swing.

The same imaging technology was used to make such movies as King Kong and the Lord of the Tings trilogy, with the latter garnering an Academy Award for the visual effects team. The system was initially used for outfitting clubs but has the potential to lower handicaps for golfers of all levels.

“This technology is phenomenal and is going to produce a lot of golfers” says Derwynne Honan, Managing Director of Magnolia Park GC. “It’s a good feeling to know you are making a permanent improvement to someone’s game.”

Honan himself has been a Golf Professional for over 30 years and is the Global Golf Consultant for Volvo Group. He has created a series of instructional videos for Volvo as well as being the most experienced coach on the Motion Golf system in the world. Previously he was a player, coach to European Tour players and LPGA, as well as a TV commentator for ESPN Star of Asia.

Motion Golf co-founder Joe Luciano is excited to have Derwynne Honan leading the new venture ion Europe. “With such an energetic and positive approach to learning, he makes the perfect ambassador for the Motion Golf technology” Luciano says. “Derwynne’s own passion to constantly improve his own game, plus through his understanding of this advanced technology, makes him a great instructor for everyone from beginners to tour players.”

Motion Golf also has successful branches operating in NJ., NY, Texas, South Africa and India.

For more information about Magnolia Park’s Motion Golf Institute Learning Centre, please visit www.magnoliapark.co.uk/motiongolf.htm