

ROUND 3 QUICK QUOTES
November 18, 2023

ALEX NOREN (-13)



Q. What was the key to today's round?

ALEX NOREN: Well, it was pretty nice to get less wind, and then hit most of the greens, but not -- didn't get that close. In the end, started to get it closer to the hole, hit the green in two on that 15. Just overall the driver was good and then just try to get it closer tomorrow, that would be the key.

Q. What has this fall meant for you, just playing so well these last few events?

ALEX NOREN: Well, I think most of it is since I moved over to America, I've tried to find a coach over here that I can work with more, and being -- played as a pro for a long time, it was tough. Even though they say the right things, there's nothing wrong with the coaching, but it's just different to what I was used to from my English coach. Just trying to get to see him more. Once I did that and kind of trust, you know, the process we have, and even though I don't get to see him as much as if I would live over there, it's still beneficial for me.

Q. When did you go back to him?

ALEX NOREN: We've been back and forth for the last -- I mean, I worked with him since 2013, so 10 years. And the last four years, you know, we've had some back and forth, but yeah, like from probably June we worked more.

Q. What's his name?

ALEX NOREN: Matt Belsham.

Q. You're Swedish obviously, Ludvig is as well. When did you maybe first hear about him or play with him?

ALEX NOREN: Only played with him nine holes in probably March this year. Heard about him obviously, like probably a year before that.

But I'm very happy to see it because I was kind of questioning why can't we get somebody in Sweden being great at like 20, you know. Not having to have those years after college to kind of get into the top-50 in the world. So I'm happy to see him, but also my clubmate from home, Vincent, you know, almost as good.

Q. What do you think makes him just such a good player at such a young age?



ALEX NOREN: I mean, obviously he's got some lucky genes as well. He's a tall, strong boy. I think when I saw him play, he was pretty -- it's a strong game, uncomplicated, like uncomplicated game, and he seems like a very sort of realistic, you know, person that just goes about it in a smart way. I think that's maybe unique for being so young. He seems very impressive I think all around.

Q. And in the golf swing, what do you think allows him to be so powerful and also so accurate?

ALEX NOREN: Yeah, he's a big guy. I think he hits a tiny bit of draw, so obviously helps a little bit of distance. But I mean just efficient, you know. I like his swing, it's very good, sound technically. From Sweden, it's usually taken more years to reach that level but he's obviously one of those guys that we needed.

Q. Where did you play those nine holes?

ALEX NOREN: I played with him at Bay Hill.

Q. And how many holes did it take for you to think, wow, he's pretty good?

ALEX NOREN: You see it right away. Yeah, it's good, it's strong.

Q. Why do you think there was a gap (inaudible)?

ALEX NOREN: I think it's coaching. The problem we have is -- well, a good thing in Sweden is we probably don't get involved when we're young, letting everybody play, and then when we're like 12, 13, 14 maybe get some coaching. And we play a lot of other sports. It's a short season.

I see that over here, like maybe guys start earlier, more like one-on-one coaching and one-on-one coaching is unheard of in Sweden before 12, 13, I'd say. Maybe in a group a few times a week, but never like you have a lesson when you're 10 years old.

But I think it's great to start with that. Once the guy or girl wants to learn more when you're like 13, 14, but I think we have too little of coaching then. And now I think the Swedish team tried with the girls, they coached them like really hard at 13, 14 and you see the result of that, like with Linn Grant, Maja Stark and all those. I think that's what -- and I don't think they've started that in the men's yet.

But then going to college, my experience with college is also it's like tough for the coaches to maybe put a lot of technical coaching on the players in college because it's -- I don't know, it's a unique situation where like you need 10 guys to play. When I was at college, I had a great coach in Coach Holder, Mike Holder at OSU, but we didn't do like as hard a coaching as you maybe do now on Tour. So they were more all-around coaching, get to play the way you should, overall coaching, which was great. I didn't miss the technical coaching, but



maybe Ludvig is one of those guys got a great technique at a young age and it's not very often that happens.

Q. You had a third and a second in your last three starts, playing well here. Is there any particular thing you can attribute the uptick to?

ALEX NOREN: What I've struggled with since I came over here was that -- like more when I was young, I had too much like into-out swing, and when I can hit a fade, it's -- I'm more comfortable on the course, my misses are less, I hit more greens. Like the long irons, I can hit the greens on the par 3s and the rounds just kind of like become calmer and more confident on the course.

The easy way for me to -- I can hit a draw if I need to, but when I hit too many draws in practice, my swing doesn't get very good, so that's the big key.

Q. In the last month you focused on hitting a bunch of fades?

ALEX NOREN: Yeah, a bunch of fades and like lower shots, just trying to maybe not get distance, because as soon as I try to get distance off the tee I start drawing it more and that kind of gets into my wedge game, irons, and I don't hit as many greens and it's a struggle.

Q. What kind of made you decide to go back to --

ALEX NOREN: Well, just my coach, the coach I had, like I know deep inside that I need to go this route, but sometimes, you know, when you're on your own too much you kind of go -- it's hard to get yourself out of a slump or a way of playing.

He just kind of, I mean, not forced me, but he told me enough times. And even now like when I'm a little bit maybe have a hard time hitting a good cut, it's so easy for me, like maybe I should hit straighter shots or even draw sometimes. Then he stays on me, keep at it, keep at it, it will be easier. It's a big, it's like it's a long process. It doesn't happen overnight.

Q. How aware are you of where you stand for the 51-to 60?

ALEX NOREN: You can see it on the leaderboards on every hole. My thought is it's more just to improve my game. I think that's key in this game. You get enough chances if your game is good enough, you know. I'm not -- my season doesn't end on a bad taste if I don't make the top-60, but just want my game to get as good as I want it to be.

