

Big Bertha Fusion Driver

Product Name: Big Bertha Fusion Driver

Product One-liner: A Material Change in Forgiveness and Distance

Who is this product aimed at: All types of golfer who are after a Super Forgiveness driver

Product Intro Date: 30/08/16

Product at Retail Date: 30/09/16

Available Lofts: 9*, 10.5*, 13.5*HT

Adjustability: OptiFit Hosel

Tech Specs: 460cc, 295-305g overall club weight

Product Intro

Big Bertha Fusion pushes the boundaries of forgiveness like no Callaway club ever has. The key benefit? More forgiveness means straighter flight on mis-hits, and straight flight nets longer distance, drive after drive.

To increase forgiveness you have to raise the head's MOI measurement. We've succeeded dramatically by developing a revolutionary clubhead design that starts with an aerospace-grade titanium exoskeleton called an Exo-Cage. The Exo-Cage is fitted with a crown and sole composed of an ultra-light, ultra-strong material called triaxial carbon. Triaxial carbon is made possible by the deep knowledge we've gained from our years of experience incorporating carbon materials into our woods, stretching back to the days of the Fusion range which launched in 2004.

Big Bertha Fusion's numbers speak volumes. The revolutionary new triaxial carbon material is over 65% lighter* than titanium, and more than 35% thinner than our previous forged composite material. This allows us to position a remarkable 35.4 grams** in strategic areas of the head to optimise the centre of gravity and increase the MOI by up to 17%*** - a remarkable jump that golfers will notice by increasing the quality and accuracy of their off-centre hits.

This driver also incorporates Callaway's Speed Step technology, devised with the help of aerospace experts, to enhance the head aerodynamics, promoting faster clubhead speeds.

Big Bertha Fusion is available in two shaft lengths; a 44.5" length for enhanced control and tighter dispersion, and a 45.5" length for greater distance potential. All stock configurations are available with UST's new Recoil driver shaft that's designed to load more efficiently on the downswing and unload with greater power and precision through impact.

*based on material density

**based on adding up the internal weight pads, the medallion, and rear screw

***Compared to XR16

Features & Benefits

Maximum Forgiveness from Fusion Technology

Big Bertha Fusion pairs an aerospace-grade titanium Exo-Cage with our ultra-light triaxial carbon crown and sole. The fusion of these materials allowed Callaway engineers to position substantially more weight in the perimeter and far back from the face compared to our previous drivers, resulting in a dramatically higher level of forgiveness.

Speed and Forgiveness from a New and Innovative Shape

Big Bertha Fusion's titanium Exo-Cage gives us the freedom to break previous tradeoffs regarding head shape, giving us the ability to create an appealing new shape that combines fast aerodynamics with high MOI. The new shape also gave us new options in acoustic engineering, allowing us greater ability to evoke an especially satisfying sound and feel.

Increased Head Speed from Industry-leading Aerodynamics

The streamlined head shape, aided by our proprietary Speed Step that we created with the help of aerospace experts, is designed to move faster through the air.

Two High Performance Stock Shaft Options

The Big Bertha Fusion Driver comes with two high performance stock shaft options:

- 1) UST's first ever Recoil driver shaft is designed to load energy on the downswing and unload with an extraordinary combination of power and precision through impact.
- 2) Mitsubishi's Diamana Red Board shaft combines a firm midsection and active tip to promote high launch, low spin and fast ball speed, and to make it easier to hit a distance-enhancing draw.

There will also be a range of aftermarket no-upcharge shaft options available through custom fit.

One line summaries

Fusion Technology For Maximum Forgiveness

Fuses a titanium Exo-Cage with an ultralight triaxial carbon crown and sole to create forgiveness and stability, promoting straighter and longer drives.

Innovative Exo-Cage For Forgiveness & Power

Titanium Exo-Cage makes it possible to reposition weight for more forgiveness and increased swing speed to increase accuracy and distance.

Industry-leading Aerodynamics For More Head Speed & Distance

Our proprietary Speed Step, designed with help from aerospace experts, reduces drag to promote faster swing speed for more distance.

High-Performance Shaft Options For Power & Control

Choose from UST's first ever Recoil shaft in a driver or the new 60g Mitsubishi Diamana Red Board, both are designed for more distance and accuracy.

Key Quotes

“Big Bertha Fusion’s innovative construction, which combines a titanium Exo-Cage with a triaxial carbon crown and sole, wouldn’t be possible without the nearly 20 years we’ve spent researching and developing carbon fiber technology.”

Dr. Alan Hocknell, Senior Vice President, R&D

“Big Bertha Fusion’s unparalleled forgiveness and stability at impact promotes straight flight on mis-hits and gives golfers the green light to make a fast, aggressive swing.”

Evan Gibbs, Director, R&D Woods