

# Great Big Bertha Epic Driver

**Product Name:** GBB Epic Driver

**Who is this product aimed at:** Golfers of all levels

**What this product is replacing:** Great Big Bertha

**Product Intro Date:** 04/01/17

**Product at Retail Date:** 27/01/17

**Available Lofts:** 9.5°, 10.5° and 13.5°HT. Left hand options available in 9°, 10.5° and in 13.5°HT as custom only

**Adjustability:** OptiFit Hosel

**Tech Specs:** 460cc, 45.5" shaft length (for further Tech Specs see Features & Benefits)

**Price:** £469

## **Product Intro:**

GBB Epic represents a paradigm shift in power, speed and ultimately distance.

## **What makes it Epic?**

Epic's power is based on our innovative new Jailbreak Technology, which fundamentally changes the way the head and clubface behave at impact to deliver more ball speed and distance. The key structural components of a metalwood – crown, sole and face – each bend, flex and rebound at impact. Because they're connected, they influence each other's dynamics. Jailbreak Technology creates a remarkably efficient relationship between these components to promote more ball speed across a much larger area of the face.

Jailbreak positions two ultra-light (3g), strong titanium bars behind the face, parallel to each other and connected on either end to the crown and sole. The size, strength and position of each Jailbreak bar work together to reduce how much the crown and sole deflect, forcing the face to take on more of the load created at impact than ever before. This results in faster ball speeds across the entire face from swing to swing, promoting more distance.

## **But there is more to Epic than just Jailbreak...**

### **Exo-Cage**

Epic's clubhead consists of our latest titanium Exo-Cage combined with crown and sole panels made of triaxial carbon, an extraordinarily light and strong composite material developed by Callaway. Nearly half of the head's surface, 46%, consists of triaxial carbon, with the crown weighing just 9.7g and the sole just 5.8g. That's the lightest crown ever in a Callaway Driver and of any driver currently on the market.

Epic's multi-material structure is incredibly light and strong, with exceptional MOI and a low CG that makes it easy to launch the ball high with low spin.

### **Adjustable Perimeter Weighting Technology (APW)**

Epic's increased shot-shape control comes from Callaway's APW, which, compared to previous models, has a shorter track with a heavier sliding weight. The weight saving from the shorter track allows for this weight to be heavier (17 grams) and helps increase MOI as well as deliver a full 21 yards of shot-shape correction (a 22% increase compared to Great Big Bertha).

### **Latest Speed Step Technology**

Head speed gets an additional boost from the latest version of Callaway's Speed Step technology, which was originally developed in partnership with Boeing. Located on the crown, the Speed Step improves airflow to encourage more swing speed and distance without extra effort.

### **Great shaft options to suit all golfers**

With the new Epic drivers, we are offering the most comprehensive stock shaft lineup in Callaway history. We have offerings from the 40g class all the way through the 80g class, in a variety of weights, flexes and torques. Driver and fairway wood shafts are interchangeable for maximum flexibility.

**Diamana M+ Green** – Mitsubishi's first ever sub-50g Diamana offering. Diamana has been a staple on Tour for many years, and led the PGA and European Tour in wins in 2016. This shaft will be available in the 40g and 50g classes

**Project X HZRDUS** – features high modulus T800 carbon fiber and is offered in the 50g and 60g class. HZRDUS has quickly made a name for itself on Tour and has been the #1 played model during the 2016-2017 PGA Tour season

**Fujikura Pro Green** – a popular choice on Tour. This shaft features a stiffened mid and tip section for stability. It is offered in the 60g and 70g classes and we expect it will be a popular stock option for the Epic Sub Zero driver

**Aldila Rogue M•AX** – new version of the popular Rogue series of shafts. This shaft features a full length multi-axial carbon weave and plays with quite low torque. This will be available as stock in the 60g & 70g classes as well as in the 80g class for the Epic Fairways

## **Features & Benefits**

### **Increased Distance from Jailbreak Technology**

A breakthrough innovation which dramatically increases distance by stiffening the body to transfer more energy to the ball.

### **Maximum Forgiveness from Exo-Cage Construction**

Innovative head construction that unites our aerospace-grade titanium Exo-Cage outfitted with an ultra-light triaxial carbon crown (9.7g -- lightest ever in a Callaway driver) and sole (5.8g) allows us to distribute more weight in the perimeter for higher MOI and more forgiveness in a high-launch, low-spin design.

### **Precision Shot-shape Control from Adjustable Perimeter Weighting**

Changing the position of the 17-gram weight on the precision-engineered track allows you to easily fit the club to your swing, providing 21 yards of shot-shaping control to promote straighter and longer tee shots.

### **Faster Head Speed from Industry-leading Aerodynamics**

The streamlined head incorporates our proprietary Speed Step, created with direct input from aerodynamics experts at Boeing, to improve airflow to encourage more swing speed and distance without extra effort.

### **OptiFit Adjustability**

An OptiFit Hosel allows for further fine-tuning in the fitting process to aid precise shot-shaping and adjustment of lofts up and down if required.

### **Four High-Performance Stock Shaft Options**

Diamana M+ Green, Project X HZRDUS, Fujikura Pro Green and Aldila Rogue Max in five weight classes: 40g, 50g, 60g, 70g, 80g. Each premium, tour-proven shaft enables fitting to dial in performance for every player through correct weight, torque and flex profile choice