

Great Big Bertha Epic Sub Zero Fairway Woods

Product Name: GBB Epic Sub Zero Fairway Woods

Who is this product aimed at: Golfers who are looking to optimise their spin characteristics

What this product is replacing: Big Bertha Alpha 816

Product Intro Date: 04/01/17

Product at Retail Date: 27/01/17

Available Lofts: 13.5°, 15° and 18°. All available in left hand options except 18°, which is custom only

Adjustability: OptiFit Hosel

Price: £279

Product Intro:

GBB Epic Sub Zero Fairway Woods are targeted at a wide range of golfers seeking increased distance and control in an adjustable, forgiving and highly playable fairway wood. The cornerstone of its performance is its extraordinarily light triaxial carbon crown, which unlocks higher MOI and allows the lowest CG of any Callaway Fairway Wood; and adjustable weights that create a choice between low spin and mid spin.

Aesthetically, Epic Sub Zero's traditional shape provides an appealing look, particularly for the better player.

Four key technologies work in conjunction to make GBB Epic Sub Zero Fairway Woods fast, extremely forgiving and low-spinning to promote a remarkable combination of distance and control.

Weight saving through redesigned crown

The first involves the crown, which consists of Callaway's proprietary tri-axial carbon material that makes it 78% lighter than a steel crown. The saved weight is

repositioned in tactical places within the head to increase MOI for more stability on mis-hits and to lower the CG. The CG is also located on the head's neutral axis. All of that works together to make Epic Sub Zero incredibly easy to launch off turf.

Interchangeable Weights to dial in spin and trajectory

The second key technology is our adjustable weighting, which employs two interchangeable weights in the sole, toward the front and back, to adjust the launch and spin rate ± 350 -400 rpm, helping more players optimise their ball flight trajectory. Install the heavier weight (22g) up front and the lighter weight (3g) in back for low-spin, lower launch conditions for a lower, flatter trajectory. Putting the heavy weight in back delivers mid-level spin, a higher launch angle and raises MOI for easier launch.

Refined Hyper Speed Face Cup

The third key technology is the latest generation of our proven Hyper Speed Face Cup technology, which increases the area of the face that delivers fast ball speed. Now, the thin and flexible rim around the inner side of the face flexes and releases more uniformly and efficiently at impact to further increase ball speed across the face, especially towards the bottom.

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 SZ fairway wood, 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 Power and Forgiveness from Triaxial Carbon Crown

Incredibly light and strong triaxial carbon crown -- 78% lighter than a steel crown -- frees up immense weight used to increase MOI and lower the CG for easy launch and extremely long carry.

High Ball Speeds from Next-Gen Hyper Speed Face Cup

Fourth generation Hyper Speed Face Cup responds to off-center hits with greater efficiency to promote faster speed across more of the face.

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.

Spin and Trajectory Control from Adjustable Weighting

Switching the positions of the 22g and 3g weights adjusts spin ± 350 -400 rpm to create a choice between lower launch, spin and trajectory or higher launch, spin, and trajectory.

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 correct through weight, torque and flex profile choice