

Epic Hybrids

Product Name: Epic Hybrids

Product one-liner: Revolutionary Design Without Compromise

Who is this product aimed at: Golfers of all levels

What this product is replacing: New product

Product Intro Date: 23/05/17

Product at Retail Date: 16/06/17

Tech Specs: UST Recoil ES 760/780 Shaft, available in 2H (18°), 3H (20°), 4H (23°), 5H (26°)

RRP: £279

Product Intro:

To develop a hybrid worthy of the name Epic we had to move beyond the usual boundaries of time, materials and performance to create an innovative club capable of delivering a higher level of distance, control and versatility.

Epic is the first hybrid to incorporate a crown consisting of our revolutionary and proprietary triaxial carbon composite material. Used in our GBB Epic Driver and Fairway Woods, triaxial carbon is the thinnest and lightest composite material we've ever used. The substantial weight it saves is redistributed into strategic locations within the head to dramatically increase MOI and lower the CG, making the Epic Hybrid exceptionally powerful, forgiving, accurate and easy to launch.

Each part of the head is precision-milled and robotically laser welded. The frame provides a robust structure that concentrates weight around the perimeter to maximise MOI and help position the CG extremely low and deep in the head, to increase both forgiveness and power.

Distance is further enhanced by a clubface that boasts an expansive zone that delivers fast ball speed, courtesy of our industry-leading 455 Forged Hyper Speed Face Cup Technology. The thin and flexible rim around the inner side of the face flexes and releases more uniformly and efficiently at impact to increase

ball speed across the face, especially towards the bottom, where most mis-hits occur.

During development we studied and tested a variety of new ways to enhance launch and trajectory, and succeeded by incorporating MIM'ed tungsten into our Internal Standing Wave Technology. (MIM stands for Metal-Injected Moulding, an injecting-moulding process using finely powdered metal to create intricately shaped parts with tremendous precision.) The precise shape and weight of this MIM'ed tungsten piece (1.8 x heavier than steel) allowed us to achieve the specific mass property goals necessary to raise this hybrid's high forgiveness and easy launch characteristics to the next level.

Epic Hybrids are equipped with UST's Recoil ES 760/780 ion-plated graphite shaft engineered to promote great feel, long distance and tight dispersion.

Features & Benefits

Maximum Forgiveness From the Ultra-light Triaxial Carbon Crown

Weight saved by the ultra-light triaxial carbon crown (which is significantly lighter than steel) is repositioned to increase MOI and lower the CG for easy launch and longer, straighter shots.

Faster Ball Speed From Our Revolutionary Hyper Speed Face Cup

Next Generation 455 Forged Hyper Speed Face Cup is more efficient at delivering faster ball speed across the face, especially on mis-hits, for increased average distance.

Increased Performance From the Ultra-premium Body Frame

Robust body frame positions weight strategically around the perimeter to increase MOI, and concentrates weight low in the head to keep the CG low and deep for easy launch.

Next Generation Standing Wave Maximises CG Location and Adjustability

Precisely shaped MIM'ed tungsten piece inserted in the Internal Standing Wave gives this adjustable hybrid the same low-deep CG properties as a non-adjustable hybrid.