

# Callaway Rogue Driver

**Product Name:** Callaway Rogue Driver

**Product one liner:** Jailbreak Distance with Increased Forgiveness

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

**What this product is replacing:** New product

**Product Intro Date:** 16/01/18

**Product at Retail Date:** 09/02/18

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

**Adjustability:** OptiFit Hosel

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

**Price:** £469

## Product Intro:

To dramatically change driver performance, you have to dramatically change driver dynamics. That's what inspired Callaway R&D to break away from our own industry-leading metalwood design protocol to once again re-invent the driver. We took the revolutionary technologies that made GBB Epic the best-selling driver in the U.S.\* and supercharged them to create Rogue, a driver that combines all we know about boosting ball speed with a new, MOI-enhancing shape that delivers extraordinary forgiveness.

Industry-leading ball speed comes from what we call "The Jailbreak Effect." First, we enhanced our revolutionary Jailbreak Technology with new, hourglass-shaped titanium bars, making them significantly lighter without affecting their ability to minimize crown and sole deflection at impact. That allows for a thinner face and better energy-transfer to the ball, to promote faster ball speed. Next, our enhanced X-Face architecture thickens and thins strategic areas of the face to promote higher ball speeds on off-centre impacts and consistently high ball speed and long overall distance.

\* Source: Golf Datatech, U.S. driver dollar-share, combined channel, Jan. 2017 – Aug. 2017

Rogue's new and more forgiving 460cc shape boasts a larger address footprint than Epic, encouraging golfers to relax, cut loose and make a free and fast swing. Rogue's extreme forgiveness is also made possible by our incredibly light and strong triaxial carbon crown, which allows more weight to be distributed into the head's perimeter to increase stability on off-center hits.

Golfers will never stop craving more ball speed and forgiveness. We've given them what they want by going Rogue.

### **How will golfers benefit from going Rogue...?**

#### **Exceptional Ball Speed from The Jailbreak Effect**

Rogue employs improved Jailbreak Technology with new, hourglass-shaped titanium bars that are 25% lighter, while fulfilling their function to stiffen the crown and sole. The stiffer body allows the face to take on more impact-load to promote faster ball speed, and makes possible our new X-Face VFT face architecture, which promotes fast ball speed across an expansive area of the face. Together, Jailbreak and X-Face VFT work together to create what we call the Jailbreak Effect, which promotes a remarkable boost in ball speed and distance.

#### **More MOI and Forgiveness from Our Triaxial Carbon Crown**

Callaway is the leader at using carbon composite materials to enhance metalwood performance. Our proprietary triaxial carbon composite is extraordinarily light and strong, saving substantial weight. We've redistributed that weight into the head's perimeter to significantly increase MOI and forgiveness, which helps preserve distance and direction on off-center hits. Rogue has the largest triaxial carbon crown of any Callaway Driver ever.

#### **Faster Head Speed from our Industry-leading Boeing Aero Package**

Boeing and Callaway collaborated to develop the Speed Step Technology used in past Callaway metalwoods. In Rogue, we worked with Boeing to redefine the geometry of the leading edge to improve airflow to promote faster head speed.

#### **Premium Shaft Selection at Multiple Weights**

Callaway offers a wide range of premium no-upcharge aftermarket shafts at 40g, 50g, 60g, 70g and 80g weights, including Aldila Quaranta, Aldila Synergy, Project X EvenFlow, and Project X HZRDUS Yellow.

#### **Features and Benefits Summary**

\* Source: Golf Datatech, U.S. driver dollar-share, combined channel, Jan. 2017 – Aug. 2017

**Jailbreak Effect for Enhanced Ball Speed**

Combined power of Jailbreak Technology and X-Face VFT Technology that promote high ball speed and long distance.

**Triaxial Carbon Crown and New Head Shape for Increased MOI**

Largest ever carbon composite crown surface area in a Callaway driver and new high-MOI shape with larger address footprint combine to increase stability and forgiveness.

**Boeing Aero Package for Faster Head Speed**

We worked with Boeing to improve Speed Step Technology by redefining the geometry of the leading edge to improve airflow to promote faster head speed.

**Premium Shaft Selection at Multiple Weights**

Choose from 40g, 50g, 60g, 70g and 80g weights by Aldila and Project X.