

# Odyssey EXO Putter

**Product Name:** Odyssey EXO Putter

**Product One-liner:** A New Way to Roll

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

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

**Product Intro Date:** 18/04/18

**Product at Retail Date:** 18/05/18

**Available Head Shapes:** #7, Rossie, Indianapolis

## **Product Intro:**

Odyssey is the #1 Putter in Golf and we continue to push the boundaries of innovation with one goal in mind – to help every golfer make more putts. Our new EXO line is the culmination of taking everything we know about making great putters and putting it all together seamlessly in one incredible lineup.

You've never seen a putter like EXO before, because we've never made a putter like this before. It starts with maximum forgiveness created by an advanced multi-material construction. We've used multiple materials to concentrate weight toward the perimeter to significantly increase MOI for more consistent ball speeds and accuracy.

We're an industry leader in insert technology, and we've combined the legendary feel and sound of White Hot with our proven Microhinge insert to get the ball into an immediate forward roll. And the lineup is offered in three of our most popular shapes: the #7, Rossie and Indianapolis, all available in Face Balanced and Toe Hang options to fit your stroke. If you want to dominate on the greens, then you need to roll the EXO.

## **Features and Benefits Summary**

### **Maximum Forgiveness From Multi-Material Construction**

EXO delivers an incredibly high MOI design from a premium multi-material construction. With the lightweight 6061 milled aluminum in the center, we can take weight away from the centre of the head and redistribute it into the perimeter of the head, which is made of 17-4 stainless steel. This is how we're able to concentrate the weight, driving up the MOI significantly for more consistent ball speeds and directional control.

### **Legendary White Hot Feel and Immediate Roll**

White Hot is one of the most successful inserts of all time with its revolutionary feel, incredible sound, and iconic performance. We've taken White Hot and combined it with our proven Microhinge technology that creates immediate forward roll for more consistent accuracy and distance control.

### **Mallets (And Mallets With Toe Hang)**

Odyssey continues to lead in the mallet category, and EXO provides both face balanced options (which reduce face rotation in the stroke) and toe hang options (which allow for more face rotation in the stroke) on each model. Whatever stroke path you have, we've got mallets with ultra high MOI to help you make more putts.

### **#1 Putter in Golf**

Odyssey is the #1 Putter in Golf, and the #1 Putter brand in worldwide Tour wins and worldwide putter usage. From amateurs to the best players in the game, we work relentlessly on groundbreaking designs to help make every golfer a better putter.