

# Big Bertha Hybrids

**Product Name:** Big Bertha Hybrids

**Product one liner:** The first hybrid to combine Jailbreak Technology and adjustability

**Who is this product aimed at:** Super Game Improvement

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

**Product Intro Date:** 13/11/18

**Product at Retail Date:** 1/03/19

**Available Lofts:** 3H (19°), 4H (21°), 5H (24°), 6H (27°), 7H (30°), 8H (33°). All are available in left hand options

**Adjustability:** OptiFit Hosel

**Price:** £ 269

## **Product Intro:**

Callaway Hybrids are a reference in Golf because we've consistently given golfers high ball speeds that lead to long distance. It started with the introduction of our Hyper Speed Face Cup that completely redefined the category, and advanced with our innovative Jailbreak Technology. And now with our new Big Bertha Hybrids we're giving golfers a groundbreaking combination: Jailbreak ball speeds and adjustability for easy launch.

The synergy of Jailbreak and Hyper Speed Face Cup promotes a level of power never thought possible in a hybrid. And to make it super-easy to launch, we've introduced an entirely new OptiFit Hosel System that's shorter and lighter, allowing us to fully optimize the Center of Gravity. A new progressive shape makes it easy to hit, and new premium UST Recoil shafts add to an appealing design that's worthy of being called Big Bertha.

## **Features & Benefits**

### **Long Distance and Fast Ball Speeds powered by Jailbreak Technology**

Our revolutionary Jailbreak Technology incorporates two internal bars that stiffen the body, placing more impact load on the face to promote fast ball speed and long distance.

### **Fast Ball Speeds generated by an Ultra-Thin Face and Hyper Speed Face Cup**

The ultra-thin, Carpenter 455 steel face is extremely fast. That, combined with our Hyper Speed Face Cup, promotes fast speed across the face to promote long distance on center hits and off-center hits.

### **Easy Launch from a New OptiFit Hosel**

To combine Jailbreak and adjustability for the first time in a hybrid we developed an entirely new hosel system that's shorter and lighter. It allows us to save weight that's repositioned to optimize the Center of Gravity for easy launch and high, long-carrying flight.

### **Easy to Hit From New Progressive Shaping**

Big Bertha features a progressive head shape that's both forgiving and appealing, and packed with high MOI technology.

### **Feel and Control via New Premium Shafts**

Available in premium Recoil ESX to provide excellent feel and control.