

Epic Flash Sub Zero Driver

Product Name: Epic Flash Sub Zero Driver

Product one liner: Artificial Intelligence. Real Ball Speed.

Who is this product aimed at: Players

What this product is replacing: GBB Epic Sub Zero

Product Intro Date: 04/01/19

Product at Retail Date: 01/02/19

Available Lofts: 9° and 10.5°. Left hand options are available in 9° and 10.5°

Adjustability: OptiFit Hosel

Tech Specs: 460cc, 45.5" shaft length

Price: £ 499

Product Intro:

The new Epic Flash Sub Zero driver features Callaway's new Flash Face and several additional performance technologies to make this the ultimate combination of low-spin and high MOI in a driver.

Flash Face incorporates an entirely new method of architecture to give golfers a remarkably hot face that delivers a boost in distance-enhancing ball speed in the face's center-region. Developed with the help of Artificial Intelligence and "Machine Learning", the Flash Face design is a drastic departure from any previous Callaway face technology.

Flash Face's unique, inner-side mapping consists of dozens of subtle ripples flowing from heel to toe to elevate COR in the face's center region. That convention-defying accomplishment promotes a significant boost in ball speed, helping make your longest drives go longer.

Flash Face's sophisticated architecture was created by Artificial Intelligence, a field of computer science that uses statistical techniques to give computer systems the ability to "learn" with data, without being explicitly programmed. With the help of machine learning our computers cycled through 15,000 face architecture iterations, learning from each one, before arriving at Flash Face. A.I. and machine learning also helped create the Epic Flash Sub Zero head design, whose parameters were expressly devised to optimize both Flash Face's function and Jailbreak's function.

The distinctive topography on the inner side of the Flash Face is forged from a special titanium and heat treated at 595 Celsius (1100F) for two hours to create a face that combines a low modulus measurement, for flexibility and speed, with excellent strength properties.

The Epic Flash Sub Zero driver also features our proven Jailbreak technology, which integrates two vertical bars within the head to effectively stiffen the crown and sole at impact, subjecting the face to great impact-load to promote more ball speed. Together, Flash Face and Jailbreak turn the face into an incredibly powerful tool for increasing distance.

This is also the first Sub Zero driver to include Callaway's Adjustable Perimeter Weighting (APW) technology, consisting of a 12-gram sliding weight on a track located at the back of the head. Golfers can influence shot shape a lot or a little by positioning the weight at different points on the track. The closer you position the weight to the heel, the more draw-bias; the closer it is to the toe, the more fade-bias.

Additionally, a visible weight is permanently embedded forward in the sole, to pull the CG lower and forward to reduce spin. Heavier or lighter weights can be installed in production to achieve different swingweights requested through custom ordering.

"The Epic Flash Sub Zero driver is an extraordinary club," said Gibbs. "Flash Face is a genuine ball speed innovation, and so is Jailbreak. Putting APW in a Sub Zero driver for the first time is a huge accomplishment. And it retains the rare combination of low spin and high MOI that have made our Sub Zero drivers so popular. We're confident that a lot of golfers are going to hit longer drives than they ever have before with this club."

Consumers have a choice of two premium stock shaft options: Project X HZRDUS Smoke and Mitsubishi Tensei AV. Stock grip is Golf Pride's premium Tour Velvet ALIGN Grip – the #1 grip model on the PGA Tour -- with a special green reminder ridge unique to the Epic Flash.

Features & Benefits

New Flash Face Technology for Faster Ball Speed

Callaway engineers used Artificial Intelligence and Machine Learning to create a radically different face design to increase ball speed in the center region of the face.

Jailbreak Technology for Faster Ball Speed

Internal Jailbreak bars stiffen and stabilize the crown and sole, placing more impact load on the face to promote faster ball speed.

Adjustable Perimeter Weighting for Ball Flight Control

Repositioning the 12-gram sliding weight gives golfers the power to easily promote draws, fades or a straighter flight. The first time for APW in a Sub Zero driver.

High MOI – Low Spin Head Design

Advanced head shape and internal weighting create a rare combination of high MOI and low spin in a player's driver, resulting in more forgiveness and longer distance.