

Epic Flash Sub Zero Fairway Wood

Product Name: Epic Flash Sub Zero Fairway Wood

Product one liner: A Revolutionary Ball Speed Package with Shot-Shaping Control

Who is this product aimed at: Players

What this product is replacing: GBB Epic

Product Intro Date: 04/01/19

Product at Retail Date: 01/02/19

Available Lofts: 3+ (13.5°), 3 (15°), 5 (18°). Left hand options are available in 3+ and 3 Woods

Adjustability: OptiFit Hosel

Price: £ 269

Product Intro:

The new Epic Flash Sub Zero fairway wood combines our groundbreaking new Flash Face Technology with precision shot-shaping technology for high swing speed players.

We used Artificial Intelligence (A.I.) and Machine Learning to develop Flash Face technology for our new Epic Flash and Epic Flash Sub Zero drivers. And we applied what we learned to create an ultra-thin, forged Carpenter 455 steel clubface for Epic Flash fairway woods that incorporates our renowned Face Cup technology and our new Flash Face technology. The result is a uniquely designed clubface that's expressly engineered for high COR across a large area, to promote fast ball speed on both center and off-center hits.

Epic Flash Sub Zero fairway woods incorporate three additional proven performance-enhancing technologies, Jailbreak, adjustable sole weighting and a new, lighter OptiFit Hosel.

Jailbreak technology stiffens and stabilizes the crown and sole, allowing the face to take on greater impact load, promoting faster ball speed. And the adjustable sole weighting consists of interchangeable 16- and 2-gram weights. Installing the heavy weight in the front location promotes lower spin and a flatter trajectory; installing the heavy weight in the back promotes easier launch and a higher trajectory.

The new, lighter OptiFit Hosel provides all the adjustability you expect while creating discretionary weight. And this saved weight in the hosel allows us to combine Jailbreak and adjustability for the first time ever in a fairway wood.

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 and Benefits

New Flash Face Technology And Carpenter Steel Face Cup For Fast Ball Speed

Callaway engineers applied learnings from Artificial Intelligence to create a new fairway wood face design that promotes increased ball speed for longer distance.

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 Sole Weighting to Control Launch, Spin & Trajectory

Switch weight positions (16g and 2g) between front and back to adjust launch, spin and trajectory.

New OptiFit Hosel for Loft and Lie Adjustability

New, lighter OptiFit hosel design saves weight while offering a wide range of loft and lie adjustability to dial in easier launch and differing flights. And the saved weight allows us to combine Jailbreak and adjustability for the first time in a fairway wood.