

## Hyper Speed Face Cup

Forged 455 carpenter steel construction is combined with our innovative Face Cup technology. The Face Cup is developed from a single piece at the front of the clubhead that encapsulates a curved striking surface on the crown, sole, and heel and toe. To create the raised edge that runs around the perimeter's face, which gives the face its cup – like structure, the face has to be created separately from the head, then the two parts are welded together.

The entire area is one piece of metal, and this gives Callaway engineers a lot more control of the design of the clubhead than what we would have with a face insert that is welded.

This means that we can choose a material for the Face Cup that is a lot stronger than the rest of the body and create a lot more flexibility all over the entire face, which in turn creates more COR and more ball speed.

At impact, the edges of the face act like a hinge, allowing the face to flex. To make that hinging action work, extremely subtle yet precise variations in widths have to be in place in order for the face to flex enough to make a difference. To make it flex uniformly, it distributes the added speed evenly across the face, while still giving it the strength necessary to resist bending and breaking.