

## PARADYM Driver Family Composite

Product Name: Paradym Driver, Paradym X Driver, Paradym Triple Diamond Driver

Family Tagline: *The New Paradym in Performance*

Product One-Liner: Unparalleled Distance

### Paradym Driver

#### Product Intro:

To create a new paradigm for golfers, we've reimagined how a driver is built from the ground up. This is a complete shift in performance, with a design that radically breaks the tradeoff between incredible distance and exceptional forgiveness. The Paradym Shift Construction features an industry-first 360 Carbon Chassis that eliminates titanium from the body, so we can push weight and stability to the limit.

The Paradym Driver family is made up of three unique models.

The **Paradym Driver** model provides a refined shape with high MOI and adjustable perimeter weighting. Engineered for players of all skill levels, this club promotes high launch and low spin characteristics along with a neutral ball flight. It's our best combination of distance, forgiveness, and adjustability.

**Paradym X** model is built for a high launch with high MOI, along with a generously stretched profile at address. This model is best suited for golfers seeking extreme forgiveness and a slight draw bias from their driver.

The **Paradym Triple Diamond** model is compact, 450cc shape designed for better players who want to work the ball. It's the lowest spinning and lowest launching Paradym model with a neutral ball flight.

### Features & Benefits

#### *ALL MODELS*

#### **A Paradym Shift in Distance from an Industry-First 360° Carbon Chassis**

360° Carbon Chassis promotes unprecedented weight redistribution for maximized distance. The Triaxial Carbon crown and Forged Carbon sole is 44% lighter than a titanium chassis. This massive weight savings is repositioned for higher MOI and increased forgiveness.

#### **Speed & Stability from New Jailbreak A.I.**

Our new A.I. designed Jailbreak system provides stability in both the horizontal and torsional direction. Now with a 33% lighter weight design, we've enhanced stability for faster ball speeds from our industry-leading COR.

#### **New A.I. Designed Face Optimized for Downrange Dispersion**

An all-new A.I. face optimisation enhances speed, launch and spin, and now downrange dispersion. This is the world's most advanced driver face designed by artificial intelligence.

#### **Industry-Leading Face Cup and Forged Titanium Face for Fast Ball Speeds**

Paradym is the first driver to utilize Callaway's industry-leading face cup technology. We've paired the face cup with a powerful, forged titanium face, a combination that provides higher energy transfer to the ball than a standard driver face insert.

*PARADYM STANDARD MODEL ONLY*

#### **Adjustable Perimeter Weighting for Desired Shot Shape**

The Paradym Driver head features a refined shape with high MOI and adjustable perimeter weighting. From a 15g sliding weight, players can experience an average of 12 yards of shot shape correction.

*PARADYM X MODEL ONLY*

#### **High Launch & Low Spin from a Forgiving Shape**

Paradym X is built for a high launch with high MOI, along with a generously stretched profile at address. This model is best suited for golfers seeking extreme forgiveness and a slight draw bias from their driver. 5g of rear weight is positioned to increase launch and lower spin for maximum carry distance.

*PARADYM TD MODEL ONLY*

#### **Compact Shaping for More Workability**

The Paradym Triple Diamond Driver is compact, 450cc shape designed for better players. A 14g back weight can be positioned in the front for lower spin and maximum workability.