

SWEETER FROM EVERY SPOT

Ai SMOKE MAX DRIVER

The new Paradym Ai Smoke driver represents a quantum leap forward in Callaway's Ai journey. This new family of drivers feature the most sophisticated driver face in Callaway history, the Ai Smart Face. This face uses real player data and advanced machine learning to create a series of sweet spots all over the face. *The Ai Smoke MAX driver features a forgiving shape and adjustable perimeter weighting to deliver up to 19 yards of shot shape correction.*

World's First Ai Smart Face™ Designed Using Real Player Data

The all-new Ai Smart Face optimizes driver performance using swing dynamics from thousands of real golfers. These swing dynamics, or Swing Code, consist of swing speed, club delivery, and face orientation just prior to impact. This promotes optimal launch conditions and tight downrange dispersion.

Micro Deflections Create Multiple Sweet Spots

With Ai Smart Face technology, micro deflections are activated upon impact helping to optimize launch and spin on off-center shots. The result is sweet spots not just in the center, but all over the face.

A Paradym Shift from a Lighter, Stronger Carbon Chassis

The 360° Carbon Chassis has been refined to promote increased weight distribution. By adding an internal titanium support structure, the Carbon Chassis is now 15% lighter. This mass has been redistributed into the head to improve launch conditions and add forgiveness.

Adjustable Perimeter Weighting for Desired Shot Shape

The MAX driver features a forgiving shape and adjustable perimeter weighting to deliver up to 19 yards of shot shape correction.



PROJECT X CYPHER 2.0
40G (LGT) | D2



MCA TENSEI AV BLUE
50G (REG, STF) | D3
60G (STF, X-STF) | D4



GOLF PRIDE TOUR VELVET 360
50G

Ai SMOKE MAX DRIVER				
LOFT	AVAILABILITY	LENGTH	LIE	VOLUME
9°	RH/LH	45.75"	58°	460cc
10.5°	RH/LH	45.75"	58°	460cc
12°	RH/LH	45.75"	58°	460cc

*Shaft weights listed indicate weight class. Actual weight is dependent on flex and cut length.

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Ai SMOKE MAX D DRIVER

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The 360° Carbon Chassis has been refined to promote increased weight distribution. By adding an internal titanium support structure, the Carbon Chassis is now 15% lighter. This mass has been redistributed into the head to improve launch conditions and add forgiveness.

Forgiving Shape for Confidence Over the Ball

The Max D Driver is built with high MOI, and a generously stretched profile at address, suited best for players looking to hit a draw. A rear weight will help stabilize the head and increase launch.



PROJECT X CYPHER 2.0
40G (LGT, REG) | D2



MCA TENSEI AV BLUE
50G (REG, STF) | D3
60G (STF) | D4



GOLF PRIDE TOUR VELVET 360
50G

Ai SMOKE MAX D DRIVER				
LOFT	AVAILABILITY	LENGTH	LIE	VOLUME
9°	RH/LH	45.75"	60°	460cc
10.5°	RH/LH	45.75"	60°	460cc
12°	RH/LH	45.75"	60°	460cc

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SWEETER FROM EVERY SPOT

Ai SMOKE TD DRIVER

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A Paradym Shift from a Lighter, Stronger Carbon Chassis

The 360° Carbon Chassis has been refined to promote increased weight redistribution. By adding an internal titanium support structure, the Carbon Chassis is now 15% lighter. This mass has been redistributed into the head to improve launch conditions and add forgiveness.

Workable Shape for Better Players

Shaped with a neutral-to-fade biased face progression and a compact overall head size, Triple Diamond model will suit better players looking for workability off the tee. For players looking to increase ball speed and lower spin, a 14g weight can easily be repositioned from the rear to the front.



PROJECT X DENALI BLACK
60G (STIFF, X-STIFF) | D4
70G (STIFF, X-STIFF) | D5



MCA TENSEI AV BLUE
50G (STF) | D3



GOLF PRIDE TOUR VELVET 360
50G

Ai SMOKE TRIPLE DIAMOND DRIVER

LOFT	AVAILABILITY	LENGTH	LIE	VOLUME
8°	RH Only	45.75"	57°	450cc
9°	RH/LH	45.75"	57°	450cc
10.5°	RH/LH	45.75"	57°	450cc

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SWEETER FROM EVERY SPOT

Ai SMOKE MAX FAST DRIVER

The new Paradym Ai Smoke driver represents a quantum leap forward in Callaway's Ai journey. This new family of drivers feature the most sophisticated driver face in Callaway history, the Ai Smart Face. This face uses real player data and advanced machine learning to create a series of sweet spots all over the face. *The Ai Smoke MAX Fast driver is designed for players looking for lightweight easy-to-swing performance.*

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Forgiving Shape for Confidence Over the Ball

The Max Fast Driver is built with high MOI, and a generously stretched profile at address, suited best for players looking for easy launch. From a fixed hosel and rear weight, Max Fast will be a go to driver for lightweight easy-to-swing performance.



MCA TENSEI BLUE/SILVER
40G (R2) | D2



WINN DRI-TAC LITE 2.0
25G

Ai SMOKE MAX FAST DRIVER

LOFT	AVAILABILITY	LENGTH	LIE	VOLUME
10.5°	RH Only	45.75"	59.5°	460cc
12°	RH Only	45.75"	59.5°	460cc

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SWEETER FROM EVERY SPOT

WOMEN'S Ai SMOKE MAX DRIVER

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Adjustable Perimeter Weighting for Desired Shot Shape

The MAX driver features a forgiving shape and adjustable perimeter weighting to deliver up to 19 yards of shot shape correction.



PROJECT X CYPHER 2.0
40G (WMS) | C8



LAMKIN ST SOFT UNDERSIZED
44G

WOMEN'S Ai SMOKE MAX DRIVER

LOFT	AVAILABILITY	LENGTH	LIE	VOLUME
9°	RH/LH	44.5"	58°	460cc
10.5°	RH/LH	44.5"	58°	460cc
12°	RH/LH	44.5"	58°	460cc

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SWEETER FROM EVERY SPOT

WOMEN'S Ai SMOKE MAX D DRIVER

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PROJECT X CYPHER 2.0
40G (WMS) | C8



LAMKIN ST SOFT UNDERSIZED
44G

WOMEN'S Ai SMOKE MAX D DRIVER

LOFT	AVAILABILITY	LENGTH	LIE	VOLUME
9°	RH/LH	44.5"	60°	460cc
10.5°	RH/LH	44.5"	60°	460cc
12°	RH/LH	44.5"	60°	460cc

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MCA ELDIO
40G (WMS) | C6



WINN DRI-TAC LITE 2.0
21G

WOMEN'S Ai SMOKE MAX FAST DRIVER

LOFT	AVAILABILITY	LENGTH	LIE	VOLUME
10.5°	RH Only	44.5"	59.5°	460cc
12°	RH Only	44.5"	59.5°	460cc

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