

# Chrome Soft Golf Ball

**Product Name:** Chrome Soft

**Product one liner:** This Ball Changes Everything

**Who is this product aimed at:** All types of players

**What this product is replacing:** Chrome Soft 18

**Product Intro Date:** 21/01/20

**Product at Retail Date:** 02/04/20

**Price:** £ 39.99

## **Product Intro:**

At Callaway, we're intensely focused on golf ball innovations that deliver game-changing distance, incredible feel, and exceptional control. We rely on unconventional thinking, and completely new technologies that can help improve your game. Now we've advanced our innovative thinking for 2020 with the new Chrome Soft...and this ball changes everything.

It's a Tour Ball that takes performance to another level. We've reengineered every aspect and element in Chrome Soft for more speed off the tee, and longer distance off of every club in the bag. In fact we've completely redesigned the core and mantle, and how they interact to help elevate overall ball speed.

The high tech, graphene-infused Dual SoftFast Core maximizes compression energy, from a significantly larger inner core, to provide higher launch and lower spin. And our high-speed mantle system features a new proprietary Ionomer to create a more efficient energy transfer from the Dual SoftFast Core. This mantle is a key component to consistent speed and a penetrating ball flight, from the driver all the way to your irons.

Chrome Soft is also synonymous with great feel, which we provide from a new thinner urethane cover. The soft Tour Urethane Cover is extremely resilient, and combines with the core & mantle system to achieve unparalleled feel. To complete the total performance package, we've optimized the aerodynamic design for longer distance and consistently higher ball flight. All of these technologies are engineered to make this our most advanced, longest Tour Ball.

## **Features & Benefits**

### **Larger Graphene-Infused Dual SoftFast Core for increased distance**

A faster core for longer distance. The significantly larger inner core creates higher launch and lower spin. And the thinner, firmer outer core is reinforced with Graphene for better durability and more wedge spin.

### **Consistent speed and penetrating ball flight from a new High-Speed Mantle System**

New proprietary Ionomer blend creates more efficient energy transfer from the Dual SoftFast Core for faster ball speed. The compounded additives improve consistency and durability, and the stiff mantle allows for ideal spin on wedge shots.

### **Incredible feel and spin control from a thinner Urethane Cover**

Thinner, more resilient cover promotes increased ball speed, and generates lower spin on full shots while maintaining high spin and soft feel around the green

### **Longer distance and consistent trajectory from optimized Aero Design**

Reduces drag for increased overall distance, with a higher ball flight for optimum trajectory.