

# Apex 21 Hybrids

**Product Name:** Apex 21 Hybrids

**Product One-liner:** There's nothing like our best

**What this product is replacing:** Apex 19 Hybrids

**Product Intro Date:** 12/01/2020

**Product at Retail Date:** 11/02/2020

**Price:** £ 249

## **Product Intro:**

Callaway has been the #1 Hybrid in Golf for years, and we're constantly introducing game-changing innovations for every segment of the category. That's especially true for the new Apex Hybrid, a high-tech, high-performance design that blends exceptional A.I. ball speed with our remarkable new Jailbreak Velocity Blades. In addition to all that speed, we've engineered exceptional ball flight control and adjustability into a stunning players shape. This is a versatile, high performance hybrid that can help a wide range of golfers.

## **Features & Benefits**

### **High velocity ball speeds from NEW Jailbreak A.I. Velocity Blades**

Our Jailbreak A.I. Velocity Blades are engineered to increase vertical stiffness near the sole of the club, creating more speed low on the face where players often mishit their hybrids. These blades allow the Face Cup to flex on the crown to promote better spin rate consistency, and the bars are spread to enhance torsional stiffness, leading to more forgiveness all across the face.

### **Fast ball speed from A.I. Designed Flash Face SS21**

Every model and every face in our Apex Hybrids are uniquely designed using advanced A.I. This proven ball speed design puts an even greater emphasis on center and off-center ball speeds.

### **High launch with forgiveness**

We've implemented a massive amount of tungsten weighting into each loft offering. By doing this, our R&D team can precisely position the Center of Gravity lower to promote high launch, and to provide more forgiveness on off-center shots.

**Enhanced ball flight control**

Apex Hybrids come with an adjustable hosel to help optimize your loft, trajectory and control for even more versatility.