

# **Epic MAX Driver**

**Product Name:** Epic Max Drivers

**Product one liner:** Framing the future of speed in our most forgiving Epic Driver

**What this product is replacing:** New product

**Product Intro Date:** 15/01/2020

**Product at Retail Date:** 18/02/2020

**Price:** £499

## **Product Intro:**

We used Artificial Intelligence to engineer a NEW formula for speed, and we put it into our most forgiving Epic driver ever. The new Epic MAX is a remarkable engineering feat for golfers who want to hit the ball longer and straighter than they ever have before.

It's built on a simple equation: max ball speed (with the new Jailbreak A.I Speed Frame) + maximum forgiveness (with high MOI and adjustable weighting) = the ultimate max driver.

## **Features & Benefits**

### **Extraordinary ball speed: Jailbreak A.I. Speed Frame + A.I. Designed Flash Face SS21**

Epic ball speeds start with our new A.I.-designed Jailbreak Speed Frame. Previous Jailbreak architectures stiffened the body in the vertical direction. By applying Artificial Intelligence, this new structure is designed to enhance horizontal and torsional stability to promote an increase in ball speeds across the face.

Our A.I.-designed Flash Face is specifically engineered to work with the Jailbreak Speed Frame, promoting fast speeds across a more expansive area. Each face and each head geometry are uniquely enhanced in Epic MAX, while the super strength titanium promotes maximum speed, forgiveness and spin robustness.

**Our most forgiving Epic ever**

Epic MAX creates exceptionally high forgiveness, starting with a lighter, stronger Triaxial Carbon material that saves over 19 grams of weight vs. titanium. Our engineers have redistributed that saved weight to promote high launch and more forgiveness. This driver delivers an exceptional combination of a deep CG, draw bias and higher MOI to promote a tighter downrange dispersion that leads to straighter drives.

**More control from Adjustable Perimeter Weighting**

With a 17g sliding rear weight, golfers have extensive adjustability to promote the ball flight that they want to play. Combined with the OptiFit hosel, the Epic MAX provides up to 20 yards of shot shape correction.