For your protection

How many times do you hit the sweet spot with your driver? It's the longest club in the bag, so that adds to the challenge.

It's not just the loss of ball speed that reduces your distance on any miss-hit. What really punishes you is the combination of reduced ball speed and the change in the rate of spin on the ball.

That's why the face on the Callaway EPIC Flash is so exciting. Designed using AI and a super-computer, the face does more than just generate super-fast ball speed for prodigious distance. It's designed to protect all your launch conditions on miss-hits.

Most golfers use their driver between 10 and 15 times during any round. If they get 33% of those out of the sweet spot, then they're doing really well. What happens to the 66% matters.

What can we do to help golfers improve these results?
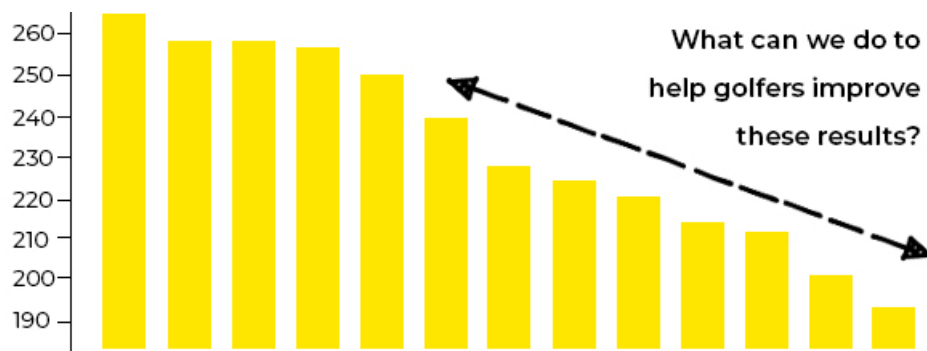
Driver distance throughout a single round for a test golfer.

Improve every tee shot

Technology, expertise, and a fitting can be combined to make a difference to every tee shot. How much longer could we make your best tee shot? How much longer could we make your average tee shot?

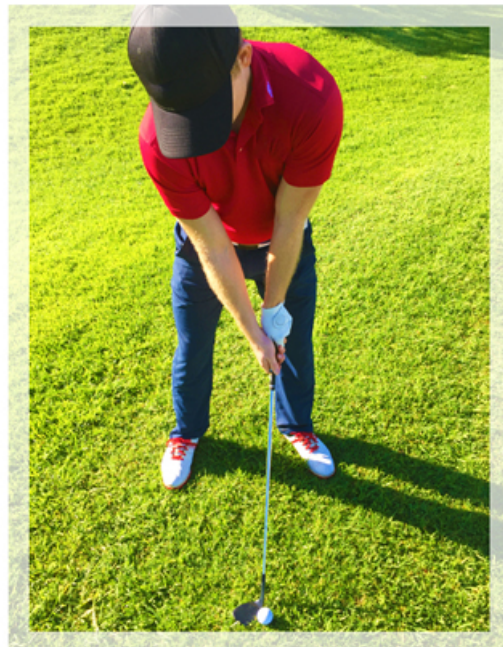## Knock it down. Knock it close.

simple **SENSE**

If we asked you to stand 20 yards from this bucket and use an under-arm throw to get a golf ball in the bucket, would you use a lower trajectory (a) or a higher trajectory (b)?
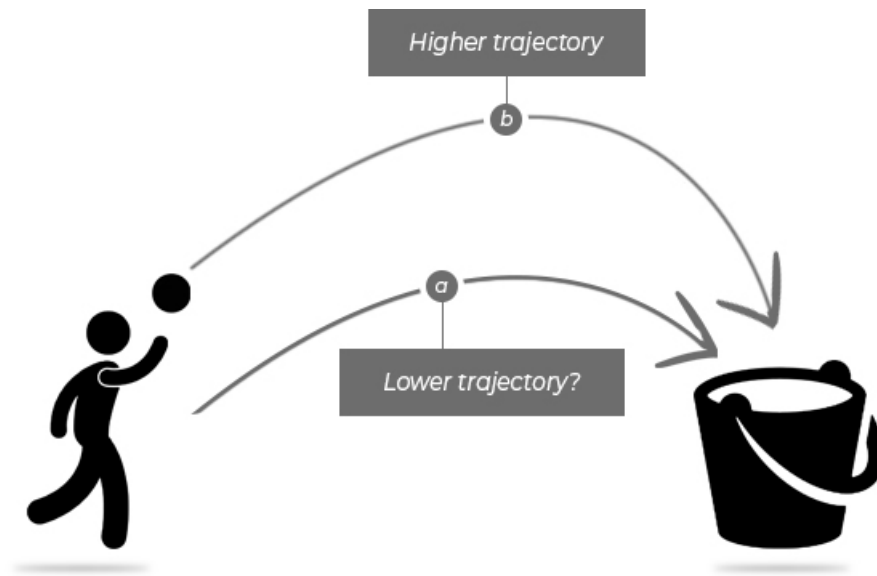
Almost everyone correctly tackles this challenge by using a lower trajectory.

So why do most amateur golfers try and hit wedge shots as high as possible?

Knock it close with your wedge

Watch the golf on TV, and you'll see Professionals hitting wedge shots mostly with a lower trajectory. They create a ton of spin. It makes it much easier for them to control distance. It makes it easier to be accurate. Time to learn a new skill?

Contact us >

Share