

Paradym Driver Composite

Product Name: Paradym Driver

Family Tagline: *The New Paradym in Performance*

Product One-Liner: TBD

Paradym Driver

Product Intro:

To create a new paradigm for golfers, we've reimagined how a driver is built from the ground up. This is a complete shift in performance, with a design that radically breaks the tradeoff between incredible distance and exceptional forgiveness. The Paradym Shift Construction features an industry-first 360 Carbon Chassis that eliminates titanium from the body, so we can push weight and stability to the limit.

The Paradym driver model provides a refined shape with high MOI and adjustable perimeter weighting. Engineered for players of all skill levels, this club promotes high launch and low spin characteristics along with a neutral ball flight. It's our best combination of distance, forgiveness, and adjustability.

Features & Benefits

A Paradym Shift in Distance from an Industry-First 360° Carbon Chassis

360° Carbon Chassis promotes unprecedented weight redistribution for maximised distance. The Triaxial Carbon crown and Forged Carbon sole is 44% lighter than a titanium chassis. This massive weight savings is repositioned for higher MOI and increased forgiveness.

Speed & Stability from New Jailbreak A.I.

Our new A.I. designed Jailbreak system provides stability in both the horizontal and torsional direction. Now with a 33% lighter weight design, we've enhanced stability for faster ball speeds from our industry-leading COR.

New A.I. Designed Face Optimised for Downrange Dispersion

An all-new A.I. face optimisation enhances speed, launch and spin, and now downrange dispersion. This is the world's most advanced driver face designed by artificial intelligence.

Industry-Leading Face Cup and Forged Titanium Face for Fast Ball Speeds

Paradym is the first driver to utilise Callaway's industry-leading face cup technology. We've paired the face cup with a powerful, forged titanium face, a combination that provides higher energy transfer to the ball than a standard driver face insert.

Adjustable Perimeter Weighting for Desired Shot Shape

The driver head features a refined shape with high MOI and adjustable perimeter weighting. From a 15g sliding weight, players can experience an average of 12 yards of shot shape correction.

Key Info and Pricing

- Key Dates For All Paradym Products:
 - Consumer Introduction: Thursday, 5 January at 10am AEST 2023
 - Fitting & Pre-Sale Date: Friday, 20 January 2023
 - Product At Retail: Friday, 24 February 2023
- Available Lofts:
 - Paradym Drivers: 9°, 10.5°, 12°
- Recommended Retail Pricing (RRP):
 - Paradym Drivers: \$1,069.99 AUD | \$1,269.99 NZD

Supporting Assets:

- **Photos:**
 - [Images & Renders](#)
- **Videos:**
 - [Videos](#)
- **Product Display Page (PDP) Copy:**
 - [PDP Copy](#)
- **Digital:**
 - [Web Banners](#)