

Paradym X Driver Composite

Product Name: Paradym X Driver

Family Tagline: *The New Paradym in Performance*

Product One-Liner: TBD

Paradym X 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.

Paradym X model is built for a high launch with high MOI, along with a generously stretched profile at address. This model is best suited for golfers seeking extreme forgiveness and a slight draw bias from their driver.

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 43% 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.

High Launch & Low Spin from a Forgiving Shape

Paradym X is built for a high launch with high MOI, along with a generously stretched profile at address. This model is best suited for golfers seeking extreme forgiveness and a slight draw bias from their driver. 5g of rear weight is positioned to increase launch and lower spin for maximum carry distance.

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 X Drivers: 9°, 10.5°, 12°
- Recommended Retail Pricing (RRP):
 - Paradym X 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](#)