

Paradym Fairway Composite

Product Name: Paradym Fairway Wood

Family Tagline: *The New Paradym in Performance*

Product One-liner: TBD

Product Intro:

To create a true breakthrough in performance, Callaway's engineers have reimagined how a fairway wood is constructed. For golfers, it's a total Paradym shift in distance and forgiveness. This completely new construction eliminates weight from the body and repositions it for unprecedented gains in speed and MOI. Plus, every model has been uniquely designed with a specific player in mind to fully maximise their performance.

The Paradym Fairway Wood features progressive shaping, and it's our most robust offering that fits a wide range of player types. This is the model for golfers who want a high launching fairway wood with a neutral ball flight.

Features & Benefits

Speed & Stability from Jailbreak with Batwing Technology

The A.I. Designed Jailbreak Batwing structure is pushed to the perimeter to stiffen the body, while allowing the face to flex for high ball speeds.

A Paradym Shift in Distance from Patented Use of Forged Carbon

The Forged Carbon sole enables unprecedented weight redistribution for maximised distance, higher MOI, and our longest fairway wood ever.

**Featured in the 3W, 3HL, & 5W Models.*

Optimal Launch with More Speed from the Tungsten Speed Cartridge

By incorporating up to 23g of high-density tungsten, we can push the center of gravity (CG) low and forward. The result is optimal launch and spin, with more speed for maximum distance.

New A.I. Designed High-Strength Face Cup for Optimised Speed, Launch, and Spin

We've applied an all new A.I. face optimisation to include speed, launch, and spin. The unique face pattern is customised for each model and paired with our high-strength C300 maraging steel face cup. This promotes impressive speed and consistency across the face.

Refined Shaping with Adjustability for More Versatility

With progressive shaping and the most extensive offering, Paradym Fairway Woods will be the go-to model for players who want consistent launch with ease and a neutral ball flight. An adjustable hosel in the 3W and 3HL models gives players additional control to dial in launch.

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 Fairway Woods: 3, 3HL, 5, 7, 9, 11, HVN
- Recommended Retail Pricing (RRP):
 - Paradym Fairway Woods: \$629.99 AUD | \$749.99 NZD

Supporting Assets:

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