

Paradym X Fairway Composite

Product Name: Paradym X 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 X fairway wood will fit players looking for our most forgiving shape with a high launch and a slight draw bias. A Forged Carbon toe patch redistributes weight to the heel to make this fairway easy to turn over.

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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

A Forged Carbon plate provides weight savings in the toe that is redistributed to maximise distance and forgiveness. The result is a high launching and easy to draw fairway wood for revolutionary distance.

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

Optimal Launch with More Speed from the Tungsten Speed Cartridge

By incorporating up to 25g 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.

Highest Launching with Slight Draw Bias

The Paradym X fairway wood is built with a more upright lie angle and a neutral face at address. This model features the most forgiving shape of all Paradym models and will produce the highest launch with a slight draw bias. An adjustable 3W gives the golfer the ability to even further 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 X Fairway Woods: 3, 3HL, 5, 7
- Recommended Retail Pricing (RRP):
 - Paradym X 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](#)