

# Paradym X Hybrid Composite

Product Name: **Paradym X Hybrid**

Family Tagline: *The New Paradym in Performance*

Product One-Liner: TBD

## **Paradym X Hybrids**

Product Intro:

Paradym Hybrids are redefining how golfers approach their long game. With our Paradym Shift Construction, the Cutwave Sole design improves the club's performance through the turf, making this our most versatile hybrid we've ever made. And now we've adapted our best speed technologies from fairway woods and implemented them into hybrids for maximum distance.

The Paradym X model is for golfers looking for full-sized, wood-shaped hybrid that's long with excellent versatility and forgiveness.

## Features & Benefits

### **Fast Ball Speeds from the All-New Tungsten Speed Cartridge & Jailbreak with Batwing Technology**

Get more distance from the revolutionary Tungsten Speed Cartridge. By incorporating high-density tungsten, we can push the center of gravity (CG) low and forward. The result is lower spin with more ball speed. Our A.I. designed Jailbreak with Batwing Technology increases stiffness in the perimeter, while allowing the face to flex for high ball speeds across the face.

### **A.I. Designed 455 Face Cup for Optimised Speed and Spin**

A high-strength 455 Face Cup is designed using A.I. to optimise ball speeds and improve spin robustness across the face. Each model features a unique A.I. pattern to enhance performance in that specific head.

### **Incredible Versatility from the All-New Cutwave Sole Design**

An all-new Cutwave Sole is designed specifically to cut through the turf with ease, especially from thick rough. And increased camber on the leading edge improves turf interaction. This brand-new shape makes Paradym the most versatile family of hybrids we've ever created.

### **Optimal Trajectory from an Adjustable Hosel**

Optimise trajectory and control with an adjustable hosel sleeve capable of +2\* / -1\* of loft.

## 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 Hybrids: 3H, 4H, 5H
- Recommended Retail Pricing (RRP):
  - Paradym X Hybrids: \$529.99 AUD | \$629.99 NZD

## Supporting Assets:

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