



## GREETINGS FROM CARLSBAD, CALIFORNIA

I'd like to personally send you a note about the newest product launch from Callaway Golf. I'm Chip Brewer, President & CEO of Callaway and I wanted you to hear it straight from me- in our on-going effort to be **Demonstrably Superior and Pleasingly Different**, this family of products has been engineered to create a material difference in performance.

I'd like to introduce you to- the Great Big Bertha Family. This ultra-premium, ultra-lightweight portfolio of clubs promotes speed, easy distance, and quality golf shots that this legacy product has built its reputation on.

Callaway's industry-leading R&D team has provided the best in technology and design, combining high-caliber materials and world-class construction. The drivers utilize legendary Great Big Bertha distance characteristics from an innovative, lightweight design, while the fairway woods promote lightweight power from a titanium face and body. The hybrids are built from driver DNA for exceptional speed and forgiveness on all shots, and we've reinvented the titanium iron with our first multi-piece titanium design.

We did some additional research and discovered this product would be a great fit for your game - based on your goals of increasing your speed and gaining distance. On behalf of Callaway, we invite you to try the Great Big Bertha family. Let our Callaway Certified Fitters get you fit into your custom set up, so you can experience this material difference in performance.

We can't wait to hear how the Great Big Bertha Family performs for you. Thank you for your continued support of Callaway Golf!

Sincerely,

Chip Brewer

## GREAT BIG BERTHA

[CLICK TO LEARN MORE](#)

about Great Big Bertha  
**IRONS** and **WOODS**.

