

## **Product Name: Big Bertha Driver**

**Product One-Liner:** *Make Every Shot Your Best With Our Easiest To Hit Clubs*

**Product Intro:** Big Bertha is one of the most iconic names in golf, providing game-changing performance and making the game more fun for players of all abilities – that’s the Big Bertha standard. The new Big Bertha family is precisely engineered for players who want to launch the ball higher and play with more confidence every time they tee it up. This extremely forgiving lineup is designed to make every shot your best.

Our new Big Bertha Driver is especially designed with an ultra-low, forward CG for players who want to reduce their slice for straight distance and an easy launch. From the generous profile to the high-strength XL face, these drivers are built for more confidence and for players to find more fairways.

### **Features and Benefits**

#### **Straight Distance and Slice Reduction from an Ultra-Low, Forward CG**

For players that are fighting a slice, Big Bertha brings game changing technologies off the tee. A low and forward CG helps to reduce the spin that can cause a slice. Big Bertha also utilizes weight in the heel to promote hitting a draw.

#### **Large, Forgiving Sweet Spot from the A.I. Designed High-Strength XL Face**

Big Bertha’s XL Face features a large sweet spot and uses cutting edge A.I. technology to optimize speed and spin across the face.

#### **Fast Ball Speed from New Lightweight Jailbreak A.I.**

An all-new lightweight Jailbreak system has been enhanced to deliver stability and incredibly fast ball speeds across the face.

#### **Incredible Forgiveness from a Confidence-Inspiring Bertha Shape**

With a generously stretched profile and large, forgiving head shape, Big Bertha inspires confidence and promotes incredible forgiveness.

#### **Easy Distance from a Lightweight Package**

Featuring a triaxial carbon crown and lightweight components, Big Bertha is designed from the ground up to be easy-to-swing.