

## **Product Name: Big Bertha '23 Hybrids**

**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 hybrids are designed for golfers who prefer hybrids over long irons. They are easy to hit from an inviting Big Bertha shape and launch extremely high from precisely positioned tungsten weighting. These designs are developed with an enhanced offset to limit your slice, so shots fly far and incredibly straight.

### **Features and Benefits**

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

A large, high volume head shape provides incredible forgiveness to create a hybrid that is extremely easy to hit. Enhanced offset helps to reduce a slice and side spin for a straight and exceptionally long ball flight.

#### **High, Easy Launch from Precision Tungsten Weighting**

Precision tungsten is positioned internally to deliver outstanding forgiveness and a high launch. Lightweight components are easy-to-swing and promote hitting the ball high in the air while an adjustable hosel provides the ability to optimize trajectory.

#### **Fast Ball Speeds from Jailbreak A.I. with Batwing Technology**

The A.I. designed Jailbreak with Batwing Technology stabilizes the body, while allowing the face to flex for incredibly fast ball speeds across the face.

#### **Optimized Speed and Spin in the A.I. Designed Face Cup**

A high-strength 455 face cup is designed using cutting edge A.I. technologies to optimize speed and spin across the face. Each model features a unique A.I. pattern to enhance performance in that specific loft.