

## **Product Name: Big Bertha Reva '23 Irons**

**Product One-Liner:** *Swing The Game In Your Favor / Easy Distance Specifically Designed for Women*

**Product Intro:** More women are playing golf than ever before, and we've worked extensively with data and individual player feedback to create a best-in-class new women's lineup that's ideally suited for every level of player. That's how we've developed the new Big Bertha REVA Family, precisely engineered for women who want to play with more confidence, more distance, more accuracy, and hit their best shots on the course.

Our Big Bertha REVA irons are engineered with women in mind. Featuring bespoke lofts, swingweights, shafts, and even tungsten, the Big Bertha REVA irons are designed to help female golfers launch it higher and easier with outstanding forgiveness and powerful distance.

### **Features and Benefits**

#### **Specifically Designed for Women**

Big Bertha REVA irons are designed specifically for female golfers. Lofts, swingweights, shafts and even the precise use of tungsten are all designed for confidence, high launch and powerful distance.

#### **Exceptional Launch and Control from Precision Tungsten Weighting**

Precision tungsten is used in two ways to improve launch and control. Up to 11g of external tungsten is positioned to promote outstanding forgiveness. And up to 35g of internal tungsten is positioned to create high-launching long irons and easy-to-control short irons.

#### **Fast Ball Speeds from an A.I. Designed Face Cup**

A high-strength face cup uses A.I. technology to optimize speed and spin across the face. Each head throughout the set features a unique A.I. pattern specifically designed to enhance performance.

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

Our classic Big Bertha REVA shape has been refined to inspire confidence at address. Each iron is designed with thicker toplines, wider soles, enhanced offset, and longer blade lengths to create incredible forgiveness and a straight ball flight.

#### **Easy to Swing with Outstanding Feel**

Big Bertha REVA irons utilize lightweight components to provide an easy-to-swing package. Our patented Urethane Microspheres produce outstanding feel while maintaining exceptional ball speeds.