

Great Big Bertha Composite

Product Name: **Great Big Bertha**

Product Tagline: *A Material Difference in Performance*

Family Intro:

The new Great Big Bertha Family is designed to create a material difference in performance in the ultra-premium category. Our industry-leading R&D team has provided the absolute best in innovation and design, combining high-caliber materials and world-class construction for game-enhancing performance. These innovations are implemented so players can experience the legendary qualities that the Great Big Bertha name evokes: more speed, easy distance, and more quality golf shots.

Great Big Bertha Irons

Product Intro:

This is the titanium iron reinvented--Callaway's first ultra-premium multi-piece, titanium design. We are combining driver-like power with the precision of an iron. By combining our titanium face and body with up to 145g of tungsten, we've reached a new level of speed, forgiveness, and overall performance. This multi-material construction creates lightweight power for effortless distance and control.

Lightweight Power from a Forged Titanium Face and CP4 Titanium Body

By leveraging materials that are typically reserved for drivers, we've generated up to 96g of discretionary weight, and precisely repositioned this saved weight to increase launch and forgiveness. The Great Big Bertha iron features the thinnest titanium face we've ever used in an iron. On top of that, it's also the lightest. The Commercially Pure Grade 4 (CP4) Titanium body flexes more at impact than traditional steel and works together with the thinner face to transfer more energy to the ball. We're providing legendary driver performance in an iron.

Speed and Launch from the Tungsten Speed Cartridge

The Tungsten Speed Cartridge features up to 145g of high-density tungsten, which provides increased speed and launch by giving us the deepest center of gravity we've ever achieved in an iron. This unmatched level of tungsten is a 133% increase over Rogue ST Max, and the most ever in a Callaway iron.

A.I.-Designed Forged Titanium Face for Increased Consistency

The forged titanium face is optimized to increase speed and improve spin consistency. Great Big Bertha is the first Callaway iron to combine titanium and industry-leading A.I. technologies for optimized performance.

Patented Urethane Microspheres for Exceptional Feel

Our patented urethane microspheres enhance sound and deliver a softer feel, while still allowing the face to flex for more ball speed.

Great Big Bertha Hybrids

Product Intro:

The Great Big Bertha hybrid is built from driver DNA, creating exceptional ball speed and forgiveness on a wide variety of shots. A titanium face and body save weight and increase MOI, while the A.I.-designed titanium face cup and Jailbreak with Batwing Technology enhance speed across the face. The refined fairway wood-like shape provides confidence at address and the sole has been designed with more camber to improve turf interaction, especially from difficult lies.

Lightweight Power from a Titanium Face & Body

Titanium is a remarkable material: it features lightweight properties, yet it's also incredibly strong. Our engineers leveraged a titanium face and body, resulting in 100g of discretionary saved weight. After extensively reviewing performance characteristics, this weight has been redistributed to enhance ball speed, improve forgiveness, and promote an easy launch.

Fast Ball Speed from A.I.-Designed Titanium Face Cup & Jailbreak with Batwing Technology

The titanium face has been uniquely optimized through A.I. to enhance ball speed and spin consistency in a hybrid construction, especially on off-center hits. And for the first time ever in a hybrid, the 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.

Lightweight Triaxial Carbon Crown and Forged Carbon Sole

Great Big Bertha creates exceptionally high forgiveness, starting with a lighter, stronger Triaxial Carbon Crown that saves significant weight vs. a traditional steel crown. The Forged Carbon sole plate also aids in weight savings and relocates the CG to create a slight draw bias. All this saved weight is then meticulously redistributed to promote high launch and more forgiveness.

Speed and Launch from Dual Tungsten Weighting

With the substantial amount of discretionary weight available from titanium, our engineers redistributed up to 78g of weight between internal tungsten and the sole plate to promote faster ball speeds and a higher launch.

Refined Fairway Wood-like Shaping for Enhanced Turf Interaction

The sole has also been enhanced with more camber to improve turf interaction and versatility from tough lies. It also features an adjustable hosel in all lofts to dial in launch. Great Big Bertha hybrids feature a slightly more compact, fairway wood-like shape.

Premium Ultra-lightweight Components

Each of these hybrid offerings comes stock with an ultra-premium UST Helium Nanocore shaft and Winn Dri-Tac Lite grip.

Great Big Bertha Drivers

Product Intro:

The new Great Big Bertha Driver evokes its legendary name by implementing industry-leading technologies, and adapting them intelligently into a lightweight, ultra-premium driver that creates unbelievable ball speed. The club is 30g lighter than our Rogue ST MAX Driver and is properly matched with best-in-class design features to promote increased distance with a draw bias, especially for moderate swing speed players.

Legendary Great Big Bertha Distance from an Innovative, Lightweight Design

This easy-to-swing driver is engineered with an ultra-lightweight design for unmatched distance characteristics. It's nearly 30g lighter than the Rogue ST MAX driver, and it's an ideal option for golfers who want to increase their swing speed. To increase MOI, our engineers paired a lightweight Triaxial Carbon Crown with a Forged Carbon Sole. With all this discretionary weight, our engineers moved the CG lower and deeper to enhance forgiveness while the steel sole plate makes it easier to hit a draw.

High Ball Speeds from Jailbreak Speed Frame

Our Jailbreak Speed Frame is powered by A.I. for enhanced horizontal and torsional stability. All this stability promotes increased ball speed across the face.

Lower Spin from an A.I. Designed Flash Face

We've now included spin optimization in our industry-leading A.I. face technology. The new formula increases ball speed while lowering spin to increase total distance.

Premium Ultra-lightweight Components

An ultra-premium UST Helium Nanocore Shaft and Winn Dri-Tac Lite Grip are lightweight, easy to swing and designed to increase swing speed.

Great Big Bertha Fairway Woods

Product Intro:

The Great Big Bertha fairway woods provide exceptional ball speed and forgiveness from a uniquely designed titanium face and body. Typically reserved for drivers, titanium provides significant weight and strength advantages over a traditional steel fairway wood, leading to increased distance. The industry-leading, A.I. designed titanium face cup and Jailbreak with Batwing Technology work together to enhance speed across the face. In addition, the Triaxial Carbon Crown and Forged Carbon Sole reposition weight to areas where it is most effectively used for increased forgiveness and launch.

Lightweight Power from a Titanium Face & Body

Usually reserved for drivers, titanium provides Great Big Bertha with a significant weight and strength advantage compared to a traditional steel fairway wood. By leveraging a titanium face and body, 53% of the total head weight is made up of discretionary weight. This weight savings enables us to create a larger, more forgiving footprint and an ultra-low CG that steel does not allow.

Fast Ball Speed from A.I. Designed Titanium Face Cup & Jailbreak with Batwing Technology

The titanium face is uniquely optimized for each fairway wood head through A.I. for enhanced ball speed and spin consistency in a powerful design. Our Jailbreak with Batwing Technology pushes stiffness to the perimeter, while still allowing the face to flex for high ball speeds across the face.

More Forgiveness from Multi-Material Construction

Great Big Bertha creates exceptionally high forgiveness. It starts with a lighter, stronger triaxial carbon crown that saves a significant amount of weight. The Forged Carbon sole also aids in weight savings and relocates the CG to create a slight draw bias. With all this discretionary weight, our engineers leveraged 50g of internal tungsten and a 15g steel plate on the sole to create an easier, higher launch.

Premium Ultra-lightweight Components

An ultra-premium UST Helium Nanocore Shaft, combined with a Winn Dri-Tac Lite Grip make the club easy to swing while the adjustable hosel allows the golfer to dial in launch.