

HYPERLITE ZERO

Product Name: HYPERLITE ZERO

Tagline: The Ultimate Lightweight Stand Bag

Product Statement:

The new gold standard in ultra-lightweight stand bags, Hyperlite Zero continues to raise the bar in lightweight performance.

Product Intro:

Hyperlite Zero is the ultimate lightweight stand bag, and features our all-new SHAFT SHIELD™ technology, ultra-light carbon fiber legs and new anatomic shoulder straps – all designed for golfers that believe golf is a game that is meant to be walked and demand comfort and durability from their golf bag.

What is SHAFT SHIELD™?

- **Shaft Wear Protection** – Proprietary to Callaway, we’ve created a rubber overmold to take the place of mesh.
 - **Why?**
 - Through rigorous drop-testing, we concluded that industry standard mesh can create wear spots on shafts over time. We’ve created Shaft Shield through a proprietary rubber overmold to reduce this wear and preserve the look and performance of your golf shafts over time.
- **Easy Club Access** – Shaft Shield allows for easy club access and visibility, reducing snagging on the top cuff.
 - **Why?**
 - By eliminating the mesh, the bag top becomes more open, which improves club visibility and reduces snagging when pulling out a club.

Quote – Tom Manthe, Director, Callaway Performance Gear

- “In designing Hyperlite Zero, all the innovations are found in the details. We had to keep it lightweight, while upgrading the performance and organizational capabilities. We conducted strenuous tests on our new SHAFT SHIELD™ top to ensure it delivered on its name. We added carbon fiber legs and durable, lightweight ripstop material to maintain Hyperlite Zero’s ultra-light, three-pound chassis. And we designed the new anatomic straps to form to your shoulders with the goal of providing the best stand bag in golf.”

Hyperlite Zero Features & Benefits

- **Proprietary SHAFT SHIELD™ Top** – Rubber Overmold that Reduces Shaft Wear and Creates More Space for Easy Club Access.
- **Anatomic Shoulder Straps** – Added Comfort by Conforming to Shoulder and Neck
- **Extended Comfort Hip Pad** – Larger Closed-Cell Hip Pad for Improved Comfort
- **Carbon Fiber Legs** – Reduce weight and Improve Stand Durability
- **Ripstop Material** – Ultra-light and Durable to Reduce Weight

Colorways –

- Black
- Black Camo
- Red / White / Navy / USA
- Graphite
- Royal / White
- Fire / Black
- Flo Yellow / Navy
- Navy
- Black / White / Sage
- Hunter / White
- White / Navy
- Paradyrn

Timing –

- PAR – 1/19/23

Pricing –

- MAP \$279.99