

ORG 14 M Cart Bag

Product Names: ORG 14 M

Tagline:

- ORG 14 M – Compact Meets ORGanization

Product Statement:

The all-NEW ORG 14 M (Mini) brings together a compact and sleek profile with complete organization.

Product Intro:

ORG 14 M is the newest member of the ORG Family of Callaway Golf Cart Bags. We've equipped ORG 14 M with Lowrider Technology just like its bigger brother, ORG 14, allowing it to integrate with most modern push carts. ORG 14 M features a cart strap pass-through, outrigger base and convenient side handles, all at 90% scale of ORG 14.

What is Lowrider Technology?

- The all-new Lowrider Top, featured on Fairway 14 and Fairway + in 2022, has been integrated into ORG 14 and ORG 14 M (Mini). Lowrider Technology takes adaptability to the next level by reducing the length of the legs on stand bags to minimize leg-wear and accommodate a rubber overmold grip to keep your bag secure and in-place. Lowrider Technology on the new ORG 14 and ORG 14 M utilizes the same rubber overmold grip on the top to eliminate bag rotation on a push cart, making our ORG 14 lineup ready to ride or push, no matter the terrain.

Quote – Brian Lucas, Sr. Director, Callaway Performance Gear

- ORG 14 M –
 - “We noticed and activated toward a unique opportunity in the cart bag category. ORG 14 is the ultimate cart bag, and our golfers and partners asked for a more compact, sleeker cart bag and ORG 14 M was born out of this demand. ORG 14 M delivers many of the same features of ORG 14, but in a compact design. It is also at a great price point for golfers looking for a cart bag but aren't in need of the capacity of ORG 14.”
- Adding Lowrider to ORG family –
 - “Since launching Lowrider technology in 2022 with our Fairway + and Fairway 14 golf bags, we've seen an uptick in golfers looking for a bag designed specifically to integrate with their push carts. It was a natural progression to take our best-selling cart bag and make it push cart ready with Lowrider Technology. We take pride in listening to the feedback golfers, our partners and our testers and the new ORG 14 family is the culmination of their requests to take this line to the next level.”

ORG 14 - Features & Benefits

- **Lowrider Top** – Push Cart Friendly, Rubber Overmold Collar Creates a Designated Space for the Bag to Rest within the Push Cart Cradle.
- **14-way Full-Length Dividers** – Ensure Easy Club Access, Eliminating Sticking and Clutter at the Bottom of the Bag.
- **Outrigger Base** – Designed with Additional Foot Pads to Keep the Bag Upright and Stable.

- **Cart Strap Pass-Through** – Allows Access to the Ranger Finder Pocket without Being Impeded by the Cart Strap.
- **8 Pockets**
 - 2 Large Apparel Pockets
 - 1 Rangefinder Pocket
 - 1 Velour Lined Valuables Pocket
 - 1 Ball Pocket
 - 1 Cooler Pocket with Drain Eyelets
 - 1 Tee Pocket
 - 1 Pen Sleeve
- **Accessory Loop** – Great for Securing Your Towel, Rangefinder, Winter Gloves and More to Your Bag.

Colorways –

- Black
- Graphite
- Navy / Red / USA
- Royal / White / Black
- Navy
- Graphite / Black Plaid / Goldenrod
- Black / White / Sage

Timing –

- PAR – 2/1/23

Pricing –

- MAP \$259.99