

## **Product Name: Big Bertha Reva Fairway Woods**

**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.

Many players struggle with fairways woods, but Big Bertha REVA fairways are designed to be the easiest to hit in our entire Callaway lineup. It all starts with an easy-to-launch shape, more loft and a shallow face. This is paired with slightly shorter shaft lengths and powerful distance technologies to give you the confidence to go straight at every green.

### **Features and Benefits**

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

Big Bertha REVA fairway woods are designed specifically for female golfers. Lofts, swingweights, shafts and even progressive shaft lengths are designed for confidence, high launch and powerful distance.

#### **Easy Launch from Forgiving Bertha REVA Shape**

Big Bertha Fairway woods are optimized for players seeking forgiveness. The oversized profile and shallow face design inspire confidence at address and deliver a high, easy launch. Big Bertha REVA fairway woods also use progressively shorter shaft lengths to promote consistent contact for improved launch and carry distance.

#### **Big Bertha REVA Power from Jailbreak with Batwing Technology**

Jailbreak with Batwing Technology stabilizes the body, allowing the face to flex for power and incredibly fast ball speeds.

#### **Fast Ball Speeds from an A.I. Designed High-Strength Face**

Big Bertha REVA fairway woods are designed with cutting edge A.I. technologies to enhance speed across the face. Each face is uniquely designed throughout the lineup to optimize performance.

#### **Easy Distance from a Lightweight Package**

Featuring a triaxial carbon crown and lightweight components, Big Bertha REVA fairway woods are easy to swing and launch. Adjustability on the 3-wood and 5-wood models allow players to further dial in launch and spin.