

Apex UW Vidcasts

Hosts

Dave Neville – Sr. Director, Brand Management

Brian Williams – VP of Callaway R&D

Objectives

Brian: A very fun project that came from the Tour team giving us specific bits of information about what kinds of shots they want to hit and developing a club that could deliver that – a higher launching product that could land steep into greens with distance, but not necessarily unabashed distance. It's a very precise club producing neutral ball flight, players can work it either way that they want, and we've really seen Tour players lead the way, and our Staff Pros and Master Staffers start to talk about it.

Dave: This is geared toward elite players, Tour players, better amateurs, that really fills that gap between a fairway wood and a hybrid. We've brought our best technologies to this version – the Batwing Technology, an all-new Cutwave Sole Design, and Optimized CG.

Brian: It is a club that's going after ball speed and distance in a different way with the ability to work the ball in a more neutral ball flight, while landing steep into greens. One that a player can hit a long distance but to a number that they are comfortable with and different types of conditions that gives players lots of options.