

Ai-ONE Media Summary Sheet

All golfers, even the best Tour players in the world, miss the center of face from time to time. And when you lose speed relative to a center hit, the ball doesn't roll as far as you intended, so you miss more putts or leave them farther from the hole. Now in Odyssey Ai-ONE, we've leveraged Callaway's industry-leading Artificial Intelligence design and super-computing capabilities to create the most advanced insert in golf.

The multi-material construction includes unique contours on the back of the face that minimize ball speed losses on off-center hits, and greatly increase the sweet spot. Our revolutionary Ai-One urethane insert delivers more consistent ball speeds, even from off-center hits, leaving putts up to 21% closer to the hole.

To achieve this unmatched level of performance, we made the back of the insert out of aluminum and added a White Hot Urethane to the striking surface for the iconic White Hot feel that millions of golfers love. These enhancements provide incredible feel, speed control, and consistency in a design that's changing the face of putting.

Features & Benefits

Ai-ONE Insert

Designed using Artificial Intelligence, we've created contours on the Aluminum backer of the insert to promote consistent ball speed across the face. We've co-molded a grooved White Hot urethane layer into that aluminum backer for the classic White Hot feel that Tour players and amateurs love.

Ai Window

Our designers and engineers developed a Panlite window, which is a unique automotive grade polymer, that allows us to showcase the unique topology of the back of the insert.

SL 90 Shaft

A lightweight steel shaft with 20-30 grams (depending on the grip) of counterbalance weight in the butt end. This is an evolution of our Stroke Lab Weighting that will appeal to even more golfers.

Unique Navy Blue PVD Finish

These putters all feature a beautiful navy blue PVD finish that really sets them apart and gives them a premium look.

Interchangeable Front Weights

Available in 5, 10, 15 and 20 grams these removable weights allow you to dial in your head weight to your exact preference.

