

Paradym Ai Smoke Max Driver

Product Name: Paradym Ai Smoke MAX Driver

Product One-Liner: Sweeter From Every Spot

Product intro copy:

The new Paradym Ai Smoke driver represents a quantum leap forward in Callaway's Ai journey. This new family of drivers feature the most sophisticated driver face in Callaway history, the Ai Smart Face. This face uses real player data and advanced machine learning to create a series of sweet spots all over the face.

The Ai Smoke MAX driver features a forgiving shape and adjustable perimeter weighting to deliver up to 19 yards of shot shape correction.

Features & Benefits

World's First Ai Smart Face™ Designed Using Real Player Data

The all-new Ai Smart Face optimizes driver performance using swing dynamics from thousands of real golfers. These swing dynamics, or Swing Code, consist of swing speed, club delivery, and face orientation just prior to impact. This promotes optimal launch conditions and tight downrange dispersion.

Micro Deflections Create Multiple Sweet Spots

With Ai Smart Face technology, micro deflections are activated upon impact helping to optimize launch and spin on off-center shots. The result is sweet spots not just in the center, but all over the face.

A Paradym Shift from a Lighter, Stronger Carbon Chassis

The 360° Carbon Chassis has been refined to promote increased weight distribution. By adding an internal titanium support structure, the Carbon Chassis is now 15% lighter. This mass has been redistributed into the head to improve launch conditions and add forgiveness.

Adjustable Perimeter Weighting for Desired Shot Shape

The MAX driver features a forgiving shape and adjustable perimeter weighting to deliver up to 19 yards of shot shape correction.