

## Paradym Ai Smoke Max Fast Fairway Wood Media Sheet

Product Name: Paradym Ai Smoke Max Fast Fairway

Product One-Liner: Sweeter From Every Spot

The new Paradym Ai Smoke fairway represents a quantum leap forward in Callaway's Ai journey. This new family of fairway woods feature the most sophisticated 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. Max Fast will benefit golfers seeking lightweight and easy to launch performance with draw bias.

### Features & Benefits

#### **Breakthrough Fairway Performance Powered by Ai Smart Face™**

Ai Smoke fairway woods utilize Ai Smart Face; a breakthrough technology in face design that utilizes thousands of actual player swings. Every Ai Smart Face is designed to optimize launch and spin, creating sweet spots across the face.

#### **A Paradym Shift from a Lighter, Stronger Carbon Chassis**

The Carbon Chassis has been refined to promote enhanced weight redistribution. 24g of total weight has been repositioned throughout the head. 12g is placed low-forward to enhance launch and spin, and 12g rearward for increased forgiveness.

#### **Optimal Launch with High Speed from the Tungsten Speed Cartridge**

By incorporating a tungsten speed cartridge, we can push the center of gravity (CG) low and forward. The result is optimal launch and spin to promote maximum distance.

#### **High Launch with Easy Distance from Lightweight Design**

The Ai Smoke Max Fast fairway wood is our lightest weight model. It provides a forgiving shape that's easy to launch with draw bias. With overall lighter components, a bonded hosel and upgraded Winn Dri-Tac grips, players with slower swing speeds will find confidence in Max Fast.