

Quantum Mini Key Quotes

Hosts

Zack Oakley – Sr. Manager, Global Equipment Strategy

Evan Gibbs – Sr. Director, Woods R&D

Intro

Zack: “This is a product we’ve had in the works for awhile now. Mini Driver is a category we’ve seen a lot of success with, the market has seen a lot of success with. It’s certainly not for everyone but for those players that do find it in the bag, it is what we call sticky. Let’s talk a little bit Evan about how we’ve approached Mini Driver with Quantum and what were we thinking from a design perspective.”

Design/Performance

Evan: “The Quantum Mini features all the core technologies of our drivers. The Tri-Force Face, which as we saw with the drivers added ball speed, improved the spin consistency, and made these a lot more forgiving. We’ve added the Step Sole from our fairway woods to make Mini even more versatile.

“They’re probably still primarily used off a tee, but for those who do want to use it off the deck having the Step Sole allows them to get under the ball a little bit easier and help them launch it a little bit higher.”

Player Type

Zack: “There are two types of players that we’ve identified who gravitate toward the Mini Driver. There are players that are maybe not very good at hitting a driver, that are looking for something that’s a little easier to hit, maybe a bit more consistent due to the shorter build length.

“Then we’ve seen players on the other end of the spectrum who are better ball-strikers, that hit fairway woods probably too far and it’s a club where you’re already going to be hitting fairway wood off the tee because you already hit your driver far enough, why not go to something that’s a little more forgiving and that’s easier to hit off the tee than a fairway wood? So having that extra bit of versatility on the Mini Driver is something we were looking at there. We’ve seen a lot of early Tour adoption with Quantum Mini, so it certainly spans a wide variety of golfers.”