

Quantum Ti Fairway Woods Key R&D Quotes

Hosts

Zack Oakley – Sr. Manager, Global Equipment Strategy

Evan Gibbs – Sr. Director, Woods R&D

Intro

Zack: ‘For golfers that are looking for something that is going to offer similar to performance to a Mini Driver, but in something that’s a little bit more versatile off the deck, let’s talk about Quantum Ti.

Design/Performance

Evan: “One way we talk about these alternative clubs is how often you use it off a tee versus how often you use it off the deck. Obviously for most of our core line of drivers it’s probably 100% off the tee. Fairway woods might be more like 50/50. This is definitely geared a little bit towards a tee club. It’s a deeper face, a little bit bigger footprint. So, it excels off the tee.

“But because of the benefits of Titanium and the mass properties we’re able to achieve with that material it’s a lot more versatile than most traditional deeper face clubs. So, it’s really easy to launch off the deck, but a lot more forgiving off the tee.”

Zack: “And again, another one that works for golfers that are looking for a bomber fairway wood. Maybe higher handicaps, or Tour players, it spans a pretty wide net. It’s our most advanced Ti face, Ti body, TD shape with the Max footprint. Heel-toe weighting for adjustability, you can go from Neutral to Fade bias in terms of where you put that Center of Gravity.”

Specs

Zack: “The OptiFit 4 adjustability is something that we launched with the hybrids last year with Elyte. It gives you 7 unique loft and lie settings, specifically with the ability to change the lie angle by plus or minus 2 degrees. In terms of performance, it gives you another lever in terms of start line, you can neutralize certain ball flights.”