

Quantum Mini Spinner Vidcast Transcript

Hosts

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Intro

Jacob: Hi, everyone. Jacob Davidson from the product team here at Callaway joined alongside Evan Gibbs, our senior director of metal woods here at Callaway, and we are excited about a new upcoming product launch in the US this fall. And Evan, thanks for joining me. I think, you know, it's always fun to launch product, you know, especially when you have something that is new.

And I think a lot of times, Evan, your team is really introducing new technology platforms. We saw that this year with Tr-Force and what you guys are delivering with the first ever multi-material driver face. But sometimes a team gets tasked with really solving a problem that will lead to really a product that is in its own category, or as we like to refer to it in the building as a category creator. I know you guys have a lot of history or precedent with this, with the Apex Utility Wood was a good one where your team was kind of presented, or really sensed that there was a problem to be solved. And it led you guys down creating this whole new Apex Utility Wood category.

And we're excited because we feel like you've created a new category here. And it's something that's launched over in Asia and Japan earlier this year has gone on to be really the number one fairway wood in the Japan market. And we're excited now to bring this into the U.S. and bring it into our global line. So, Evan, talk to us a little bit about this product and how the concept came up. I know the Japan team approached you guys really with a problem from one of their staff players over in Asia on the JLPGA tour, which is cool because we don't always sometimes start with the tour side on the women's side, which is really so closely mirroring the speeds of the market. So, walk us through kind of how this all started. Just give us a little background. Y

How Quantum Mini Spinner Was Developed

Evan: Yeah, it came directly from a player in Japan who was struggling to find a club to fit this part of the bag. And this is where typically a lot of the fitters focus. And there's increasingly a lot of options in this part of the bag with utility irons and hybrids and fairway woods. But she saw an opportunity to create something unique that had a very specific performance characteristics that offered some clear benefits over hybrids and fairway woods.

Specifically, for her, she wanted a club that she could hit into greens, replacing long irons, but something that was created a little bit more spin for more stopping power and a lot more consistency. This is sort of a scoring club, something that she had to hit consistently and be able to hold greens a lot more than a hybrid could.

Jacob: Yeah. And I think that's cool because a lot of times, you know, you're tasked with on new fairway woods, increased speed, increased launch. But this one, really, the team came from a totally different angle, right? And as you talked about, you know, on our JLPJ staff, she's a little bit on the smaller size and height. She's, I think, a little over 5'1", incredible player. But when she gets to that championship level style of course where the greens are firm, it's hard for her to compete because some of the other ladies are hitting irons in and she's hitting fairway woods.

And so really her desire was, hey, I want to compete against them. I want something that I can get up in the air, spin as much as possible, and have that steeper angle of descent. And so, you took that challenge, Evan, and just said, hey, how do we create something like a seven wood that she can compete against someone that's hitting a five iron into that.

How R&D Approached The Quantum Mini Spinner

Jacob: So, what did the team do? How did you guys approach this? Because it really, there was no limitations on the design, right? From loft, from live, from head shape, from, you know, all the things that traditionally sometimes you're handcuffed to when you're making a new fairway wood. And now you had this whole opposite metric was let's add more spin to it. Normally you're taking spin out of things. And now reverse to that, you're saying, wow, let's see what it looks like to add spin. So how did you guys start that? And what were some of the things you did to really optimize and deliver on this new mini spinner fairway wood?

Evan: So, starting with the head shape, this particular player was using a GBB fairway wood from many years back. And we used that as sort of the starting point of the head shape. It was a deeper face. It had quite a bit of camber on the leading edge. She felt that it was a very versatile shape. She could hit it out of the rough as well as the fairway. And so that was sort of the starting point for the head shape. We did make some tweaks to that, and then, center of gravity, we wanted to increase spin, which like you said, is usually the opposite of what we're trying to do.

So, we went with a steel crown and a composite sole. A lot of times on our fairways, you see the opposite. You see composite on the crown, steel on the sole to try and lower the center of gravity. Well, this is the opposite. We wanted a high center of gravity to generate more spin. And the deeper face helped with spin as well because players' impact locations are a little bit below the center of gravity. So, it tends to generate a little bit more spin when you hit it there.

And then club length, we wanted something that was a little bit more controllable than a seven wood typically is. The club length sort of sits in between a hybrid and a seven wood, traditional seven wood. It is a little bit unique in that sense. So again, we're not sort of chasing distance as much on this one. We're looking for something that provides consistency as well as utility out of the fairway.

Jacob: Yeah. And I think when you look at this, this mini spinner fairway wood, to your point, Evan, the shape's beautiful, the deeper face, the camber sole. It really, when you look down at it, it feels versatile. It feels like you can hit it out of the rough. It feels like, you know, the way the setup, it allows you to kind of cover it a little bit more with the camber sole and the shorter length. And then, high CG, I don't think we've ever talked about high CG in a fairway wood or driver. Typically that's

more when you get into the short game and the wedges, you're chasing high CG. So, something really unique.

Comparing Quantum Mini Spinner To Woods and Hybrids

Jacob: just kind of wanted to explain this. And I think the best way to do it, Evan, is let's compare it to that 7-wood and that 4-hybrid with what you talked about. So, we're going to put up on the screen here, just kind of some of the comparison of the specs. If you look at the Quantum 7-wood, Evan, which is currently in the market, you know, it's 21 degrees, 58 degree lie angle, right at about 42 and a quarter length. The Quantum Mini Spinner, you kept the loft the same, but you went up two and a half degrees lie angle. And then almost really three quarters of an inch shorter in length. Explain to us what that does. So, you go shorter in length, lie angle goes more up.

I think that's intuitive, but I'm assuming that allows the golfer to have a little bit more of a steeper angle of attack and almost swing it more like an iron than a fairway wood. As you get into these high lofted fairway woods, while they do promote a higher launch and speed, they are more difficult to hit. So just naturally from a dress, I think most people, when they set up to it, they immediately say this, this is going to be easier to hit. It's going to be easier to get up in the air because it's just going to promote more of a steeper swing plane or attack angle.

Evan: Yeah. I mean, 7-woods are designed to launch very high and they're great for distance. But we wanted something again, that was a little bit more repeatable, a little bit more consistent. And the way that this club sets up with a shorter length, it's more approachable. Impact locations are going to be a lot more consistent. Players are going to tend to hit a little bit more down on it and feel that they can do that with a deeper face. And again, the big performance difference between a 7-wood is going to be the spin rate. You're going to see anywhere from, you know, 500 to 800 RPMs more spin, which is going to provide more consistency and more stopping power.

Jacob: All right. And let's move over to a 4-hybrid because, you know, when you're in the fitting bay environment or you're getting fit, these are really what you compare, right? You're looking for that gapping in the top of the bag and you have some options. Go 7-wood, you can go 4-hybrid, or really a great new option is this Quantum Mini Spinner. So compared to that 4-hybrid, you're going to see a higher launch, you're going to see more spin.

And really this is going to give you the consistency of the hybrid, but more stopping power. So, from a spec comparison, same loft, 21 degrees, but the Quantum Mini Spinner, again, is a little bit more upright and it's a little bit longer than the hybrid, which gives you that more launch, like the launch of a fairway wood. Talk to us a little bit about how this compares, Evan.

Evan: Yeah. So for a hybrid is traditionally a good substitute for an iron. It gives a similar launch window as an iron, but tends to be a little bit more forgiving, maybe a touch more spin than an iron. But what we wanted here is to create something that launched the ball a little easier. Again, more spin for more stopping power. You're going to see a higher launch, more spin, and a gain in carry distance. And it's just not going to roll out as much as a hybrid. So again, perfect for hitting into long par threes or approach shots where you need a lot of distance, but you don't want it to roll out through the green. This is going to give you a little bit more stopping power, a little bit more

consistency than a hybrid. Comparatively, when we look at these, the 7-wood, the 9-wood, the 11-wood here, we're going to throw it up on the screen here, but we've got the 21-degree, the specs you'll see in lying on length, the 9-wood and the 11-wood.

Final Thoughts

Jacob: So really focused on the top of the bag, high lofted fairway woods here, Evan. They're going to come with the same components that we have in our current Quantum line, the Denali Frost Shaft, the Golf Pride Tour Velvet 360. And Evan, these high lofted fairway woods, obviously we launched them in Japan. Number one selling fairway wood in Japan have really got a lot of momentum around it. And I think here in the US, we really didn't know how they were going to do it. Was it something that we were going to bring over?

But what we saw was we put them down in our test center. We put it on the ECPC and we saw the fitters down there, John and Garrett and Nick and those guys, as golfers were coming in, they were starting to fit them for it. And it wasn't just, you know, 85-year-old men that needed high lofted fairway woods. We were seeing it really cover a wide array of players, even some, you know, lower handicaps that say, hey, you know, I struggle with stopping it into greens. And so, it's been cool to see something that, when you create these new mini spinner fairway woods and it's a new category and you're solving a problem, typically when you solve problems, it doesn't necessarily mean it's just for one specific type of player. It's not just for a JLPJ player. It's not just for an aging senior.

We've seen this go across a wide range of players. And I think that's what's exciting is because in the top of the bag, we're going to have a new option for players that maybe say, hey, I don't like high lofted fairway woods, or I'm not getting enough height or spin out of my hybrid. And so, this is a whole new option. So, the mini spinner, we're excited to bring it to market in the US, a great track record all the way in Japan. We're very confident on how this is going to do. We've seen the success in Japan. We've seen the success of our, at our test center here, and this will be coming to market consumer intro on July 31st with a par of 8/14.

It is a fixed hosel. I don't think we touched on that. So, there won't be fitting heads available. That also does help with, with really elevating that higher CG and pricing will be \$379. And again, and the seven, the nine wood and the 11 wood and Evan, the **all-new** Quantum Mini Spinner, what a cool product, something that's really never been launched before excited to bring these in and well done to the team.

And I love to see Callaway lead, not only in technology platforms, but really new solutions to problems that everyday golfers face in the real world. And we're excited to get this in the market. So, Evan, congrats to you and the team and for you guys out there. We look forward to you guys sharing this with consumers as we launch it. As always, if there's any questions that you have about this product, please don't hesitate to reach out to Jeff Newton or myself, Jacob Davidson. We'll be happy to answer your questions. And thanks so much for your time today.