

# Epic Flash Hybrids

**Product Name:** Epic Flash Hybrids

**Product one liner:** Premium Technologies for Epic Performance

**Who is this product aimed at:** Game Improvement (6 – 20 Hcp)

**What this product is replacing:** Epic Hybrids

**Product Intro Date:** 16/07/2019

**Product at Retail Date:** 09/08/2019

**Available Lofts:** 18° (3H), 21° (4H), 24° (5H) and 27° (6H)

**Adjustability:** OptiFit Hosel

**Price:** 279 £

## **Product Intro:**

Callaway is the #1 Hybrid brand in golf\* and the new Epic Flash represents the very best of our industry-leading technologies in this category. We've engineered our most advanced hybrid innovations into one club to deliver total performance in a premium design.

Epic Flash is built to increase ball speed, starting with our innovative Jailbreak Technology. Jailbreak features two internal bars that connect the crown to the sole, stabilizing and stiffening those two parts, and allowing the face to transfer more energy at impact. And our ultra-thin, forged Carpenter 455 steel clubface incorporates our renowned Face Cup technology for long, consistent distance on center and off-center hits.

We've incorporated a MIM'ed (Metal-Injected Molding) Tungsten weight into the sole of the clubhead to further enhance launch and trajectory. This injection-molding process uses finely powdered metal to create intricately shaped parts with tremendous precision, and the precise shape and weight of this MIM'ed Tungsten Piece is significantly heavier than steel. This helps us achieve the specific mass properties that are necessary to raise Epic Flash's forgiveness and launch characteristics to our exacting standards.

Epic Flash is the first hybrid engineered with our innovative and proprietary triaxial carbon fabric, called T2C, which we first introduced in our Epic Flash Drivers in January of 2019. The T2C has a tighter weave that allows us to take weight from the crown and

reposition it lower and deeper in the head for a controlled launch, and high MOI that promotes better distance and accuracy on mis-hits.

The new, lighter OptiFit 3 Hosel makes it even easier to dial in your launch and optimal ball flight with total adjustability. And to complete this high performance package, the stock premium Mitsubishi Tensei AV Silver shaft offers a mid launch, mid spin flight profile to optimize control.

\*#1 Hybrids brand in golf, based on France, Germany, Sweden, UK and United States combined channel dollar share of sales YTD March 2019.

## **Features & Benefits**

### **Fast Ball Speeds from Jailbreak Technology and an Ultra-Thin Face Cup**

Our revolutionary Jailbreak Technology incorporates two internal bars that stiffen the body, placing more impact load on the face to promote fast ball speed and long distance.

### **Enhanced Launch and Trajectory Control From MIM'ed Tungsten Weighting**

Precisely shaped MIM'ed tungsten weight optimizes CG for launch and control while an external MIM'ed weight precisely dials in swingweight.

### **Controlled Launch and more forgiveness from a T2C Triaxial Carbon Crown**

A new, lighter triaxial carbon fabric called T2C has a tighter weave; the weight it saves versus a steel crown is redistributed within the head to lower the CG for a controlled launch, and to raise MOI for exceptional forgiveness on off-center hits.

### **Optimized adjustability and control**

The new, lighter OptiFit 3 Hosel makes it even easier to dial in your launch and optimal ball flight for total adjustability. And the premium Mitsubishi Tensei AV Silver shaft offers a mid launch, mid spin profile.