

CALLAWAY GOLF

ADVERTISING, MARKETING, INSTORE CAMPAIGNS



CALLAWAY GOLF PRINT



nomorelayingupology
The results of an unmatched level of technology including the addition of more circles to your scorecard are copyrighted under the authority of the performance driven X-Series from Callaway Golf. All bragging rights reserved.

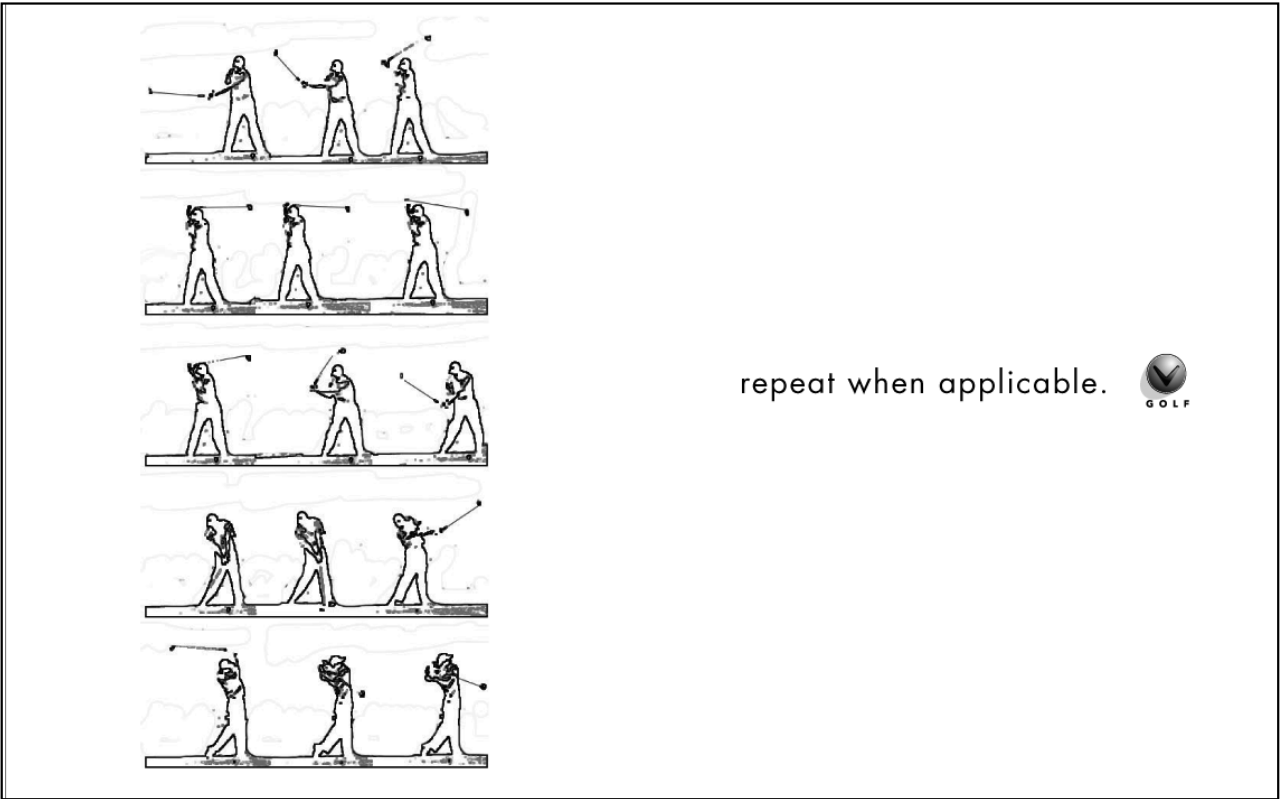
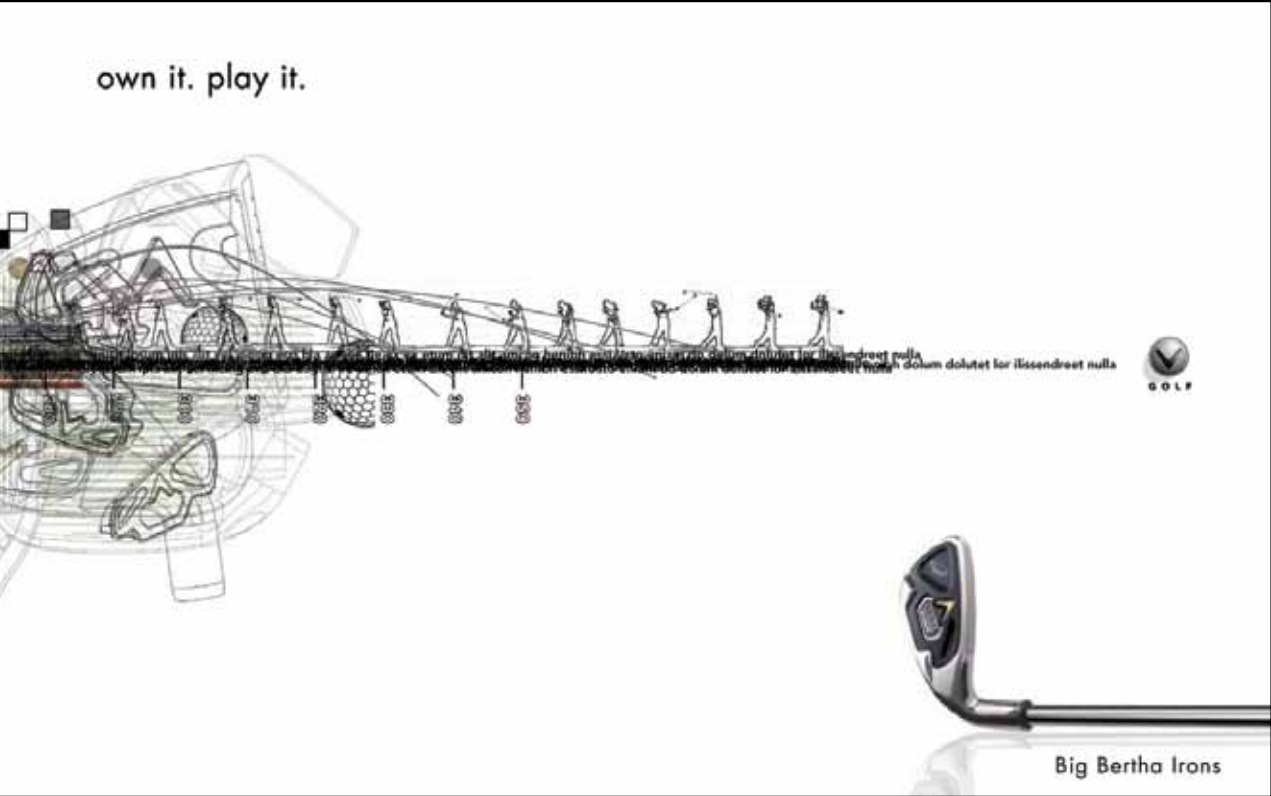
Callaway GOLF
PATENT | 6739983



nevertreeputtagainology
Winning 5 out of 8 majors in a single season is the sole property of Callaway Golf, Inc. Franchise, accolades and the ever-growing list of victories cannot be transferred, reproduced or retransmitted without the expressed written consent of the Fusion FT-3 Driver.

Callaway GOLF
PATENT | 8459751

CALLAWAY GOLF PRINT



NEW HX® TOUR 56 GOLF BALL

PHIL MICKELSON'S GOLF BALL OF CHOICE.

- An extension of our most technologically advanced golf ball line yet, the HX Tour 56 gives you a softer feel with more spin for exacting greenside control.
- Reaction Injection Molding manufacturing results in a new Sub-HEX design, featuring six strategically placed deep hexagonal depressions in the cover to produce a consistent, tour-type trajectory.
- The ultra-soft urethane cover is our thinnest yet. It delivers exceptional durability and unmatched consistency for outstanding short game control.



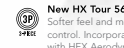
Phil Mickelson utilized Callaway Golf ball technology to shoot an amazing 59.



Callaway GOLF
A better game by design.

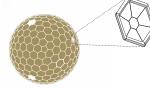
HX® TOUR 56 AND HX TOUR GOLF BALLS

The new HX Tour 56 joins the tour-proven HX Tour to create the game's most dynamic duo. With our thinnest cover ever, the HX Tour 56 delivers an even softer feel with more spin for exacting control around the green. Both 3-piece golf balls incorporate patented HEX Aerodynamics to reduce drag for longer, exceptionally stable and consistent ball flight.



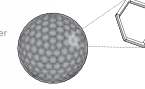
New HX Tour 56
Softer feel and more spin for professional control. Incorporating new Sub-HEX design with HEX Aerodynamics, the HX Tour 56 Golf Ball features six strategically placed deep depressions in the cover to produce a consistent, tour-type trajectory.

HEX Aerodynamics with Sub-HEX design



HX Tour
Penetrating ball flight for professional performance. The HX Tour Golf Ball features the revolutionary HEX Aerodynamic cover pattern to reduce drag for longer, more efficient, stable ball flight.

HEX Aerodynamics



Callaway GOLF
A better game by design.

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NEW BIG BERTHA® FUSION® FT-3™ DRIVER

THE NEW SCIENCE OF DISTANCE WITH ACCURACY

- Once again, we've revolutionized the golf world with an advance that transcends today's best driver technology. We've shattered the design limitations and performance barriers of all-titanium drivers. More than a new driver, it's a whole new science—the science of distance with accuracy.

The Big Bertha Fusion FT-3 Tour Driver
The Tour models are designed with a slightly open face angle and a weighted Crown of Gravity position that is essential to the club. This produces a penetrating, controlled flight trajectory preferred by experienced and professional players. Tour models are available in half shafts and come standard with an Arden NV1 10 shaft.



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The OptiFit™ System
Customize Center of Gravity Position for Optimum Performance
No fudging around with screws or gauges to try and figure out the weight configuration that works best for you using the OptiFit System takes the guesswork out of your driver by giving you the "factory installed" options chosen from the expert engineers at Callaway Golf.

DISTANCE
The ultra-low Moment-of-Inertia with Dynamic Face Position (DFP™) Technology provides a larger effective hitting area and exceptional ball speed. It's designed right up to the CGA. Characteristics that lead to maximum ball velocity and distance.

ACCURACY
The lightweight carbon composite body makes the platform for maximum perimeter weighting, with an incredible 44 grams of stationary weight (moving 100mm) when you need a more-stable, balanced stability for straighter shots.



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CALLAWAY GOLF FORGED+ WEDGES

INSPIRED BY THE TOUR. DESIGNED BY THE MASTER, ROGER CLEVELAND.

- Forged+ Wedges feature a compact head design. This makes it easy to get through thick rough, off tight lies and out of all types of sand.
- Forged from responsive 1020 carbon steel for a softer feel. The precision-milled flat face and modified U-grooves optimize spin and ball flight, and increase control into the green.
- The tour-inspired grind on the sole lowers the height of the leading edge when the face is laid open on delicate short shots.



Phil Mickelson
Callaway Golf
Staff Professional

"My new Forged+ Wedges from Callaway Golf have made my short game even better."



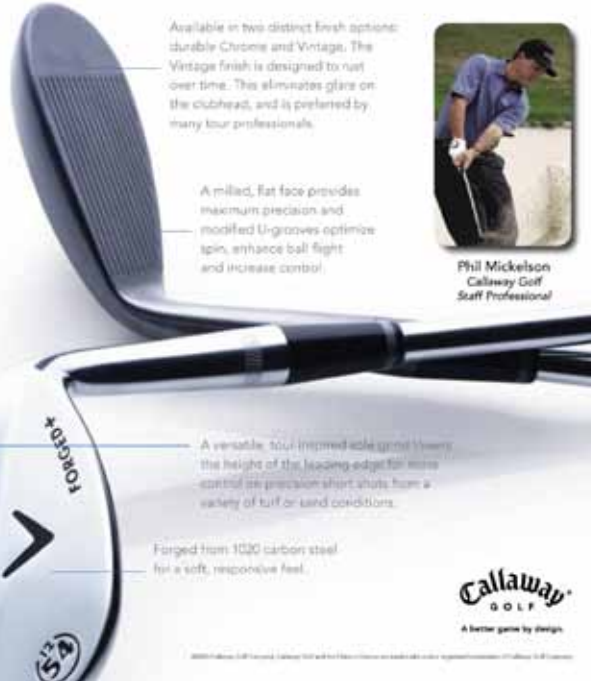
Callaway
GOLF
A better game by design.

CALLAWAY GOLF FORGED+ WEDGES

Roger Cleveland, the game's most respected name in wedge design, has combined his expertise and craftsmanship with feedback from our top tour players to create a masterpiece. Players like Phil Mickelson choose Callaway Golf Forged+ Wedges for their playability and performance.



All lofts available in both chrome and vintage finishes.



Available in two distinct finish options: durable Chrome and Vintage. The Vintage finish is designed to rust over time. This simulates glare on the clubhead, and is preferred by many tour professionals.



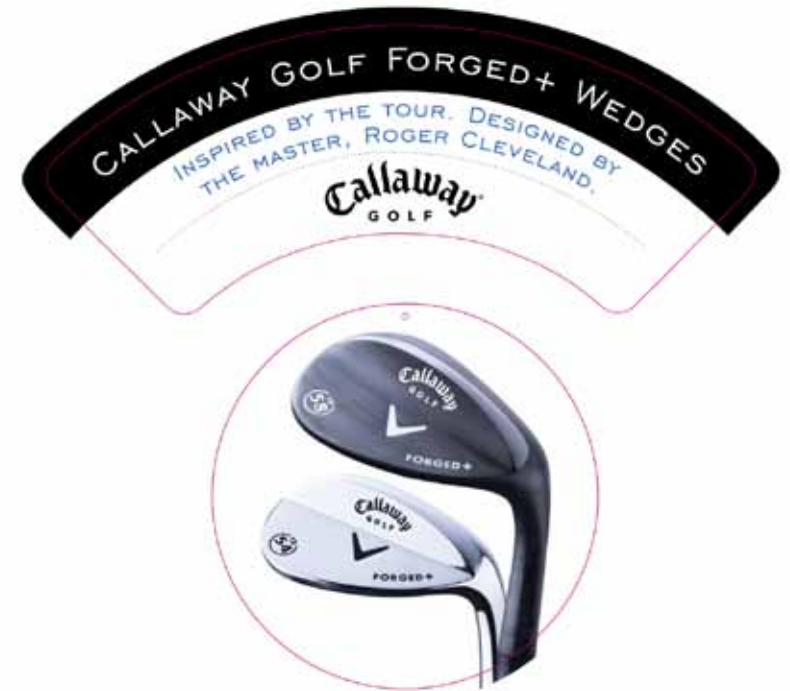
Phil Mickelson
Callaway Golf
Staff Professional

A milled, flat face provides maximum precision and modified U-grooves optimize spin, enhance ball flight and increase control.

A versatile, tour-inspired sole grind lowers the height of the leading edge for more control on precision short shots from a variety of turf or sand conditions.

Forged from 1020 carbon steel for a soft, responsive feel.

Callaway
GOLF
A better game by design.



- Forged+ Wedges feature a compact head design. This makes it easy to get through thick rough, off tight lies and out of all types of sand.
- Forged from responsive 1020 carbon steel for a softer feel. The precision-milled flat face and modified U-grooves optimize spin and ball flight, and increase control into the green.
- The tour-inspired grind on the sole lowers the height of the leading edge when the face is laid open on delicate short shots.



All lofts available in both chrome and vintage finishes.

Armed with Roger Cleveland's legendary design expertise and feedback from tour players, Forged+ Wedges from Callaway Golf are meticulously crafted from clubface to grip. Easy to play and aesthetically pleasing, they extend a legacy of short game-enhancing benefits.

CALLAWAY GOLF INSTORE POP

BIG BERTHA[®] TITANIUM 454 DRIVER

THE WORLD'S
LONGEST DRIVER.*



BIG BERTHA[®] FAIRWAY WOODS

COMPLETE
FORGIVENESS.
TOTAL CONFIDENCE.



THE CALLAWAY GOLF BALL FAMILY

A BETTER GAME
STARTS WITH A
BETTER GOLF BALL.



CALLAWAY GOLF FORGED+ WEDGES

INSPIRED BY THE
TOUR. DESIGNED BY
THE MASTER,
ROGER CLEVELAND.



BIG BERTHA[®] FUSION[®] IRONS

THE MOST
UNTRADITIONAL
TRADITIONAL-LOOKING
IRONS YOU'LL
EVER PLAY.



BIG BERTHA[®] FUSION[®], X-18, X-18 PRO SERIES AND BIG BERTHA IRONS

INNOVATION COMES
IN MANY FORMS,
WE SUGGEST
THESE FOUR.



NEW I-TRAX[™] PUTTER

SCIENCE CAN
BE A VERY
BEAUTIFUL THING.



CALLAWAY GOLF HX HOT - MUSTANG SWEEPSTAKES PROMO

NEW HX[®] HOT GOLF BALL

SATISFY YOUR NEED FOR SPEED.


- More ball speed equals more distance. A unique, 3-piece construction boosts performance by combining an ionomer cover and boundary layer around an ultra-fast core.
- Advanced HEX Aerodynamics reduces drag and optimizes ball flight with an added kick off the clubface by increasing lift and velocity.
- A speed-craving, high-resilience core increases ball speed, resulting in hotter performance and deep, penetrating distance.



Callaway GOLF
A better game by design.

HX[®] HOT GOLF BALL

Why swing faster when you can play a faster ball? Designed to deliver course-busting ball speeds, the HX Hot Golf Ball spends less time on the clubface and more time rocketing down the fairway. It's the best way to get your shots up and in the air longer for incredible distance.



HEX Aerodynamics replaces conventional dimples to create more efficient ball flight.

A new, specially formulated core is designed to increase ball speed. This results in hotter performance off the clubface and more distance for a wide range of swing speeds.

The soft boundary layer works with the high-resilience core to further increase ball speed while maintaining a soft feel.

The fast, durable cover reduces driver spin for long, penetrating trajectory and adds a new level of responsiveness.

Revolutionary HEX Aerodynamics reduces drag and increases lift, helping to maintain high-velocity once the ball leaves the clubface.

Callaway GOLF
A better game by design.

DRIVE THE HOTTEST BALL AND YOU COULD WIN THE HOTTEST DRIVE.

BUCKLE UP FOR THE CALLAWAY GOLF HX[®] HOT DRIVE SWEEPSTAKES!

Advanced HEX Aerodynamics. A specially formulated core. It's a seriously fast golf ball. And now you could win a seriously hot car — a customized **2005 FORD MUSTANG GT!**

Additional prizes include a trip for two to Callaway Golf Headquarters and a custom-fit set of clubs for winner and guest, a year's supply of HX Hot Golf Balls, and more.

Enter between March 1 and June 19, 2005.

Go to WWW.HXHOT.COM TO ENTER.



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Callaway GOLF
A better game by design.

NEW BIG BERTHA® FUSION® FT-3™ DRIVER



A better game by design.

NEW BIG BERTHA® FUSION® FT-3™ DRIVER



THE NEW SCIENCE OF DISTANCE WITH ACCURACY

- The lightweight carbon composite body creates the platform for maximum perimeter weighting with an incredible 44 grams of discretionary weight that is precisely repositioned where you need it most—increasing clubhead stability for straighter drives.
- The ultra-hot titanium cup-face with Variable Face Thickness (VFT™) Technology produces a larger effective hitting area and exceptional ball speed. It's designed right up to the USGA Characteristic Time limit to maximize ball velocity and distance.

If the science of the new Big Bertha Fusion FT-3 Driver can transform the game of world-class professionals like Phil Mickelson, imagine what it can do for you.

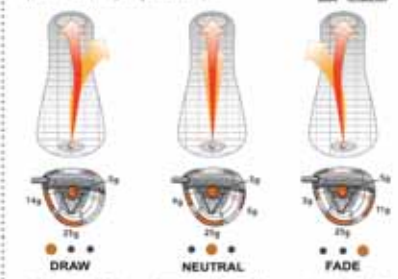


The OptiFit™ System

Customizable Center of Gravity Positions for Optimum Performance

No fooling around with wrenches or gadgets to try and figure out the weight configuration that works best for your swing. The OptiFit System takes the guesswork out of your drives by giving you the "factory installed" options direct from the expert engineers at Callaway Golf.

The revolutionary OptiFit System makes it easy to select the right club for your existing swing. Simply match your typical shot shape to the diagram. This determines which type of Fusion weighting is best for you.



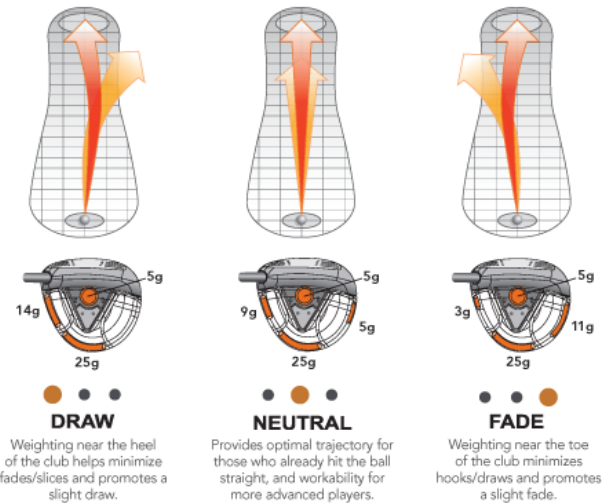
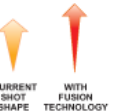
Weighting near the heel of the club helps minimize fades/slices and promotes a slight draw. Provides optimal trajectory for those who already hit the ball straight, and workability for more advanced players. Weighting near the toe of the club minimizes hooks/draws and promotes a slight fade.

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THE OPTIFIT™ SYSTEM CUSTOMIZABLE CENTER OF GRAVITY POSITIONS FOR OPTIMUM PERFORMANCE

No fooling around with wrenches or gadgets to try and figure out the weight configuration that works best for your swing. The OptiFit System takes the guesswork out of your drives by giving you the "factory installed" options direct from the expert engineers at Callaway Golf.

The revolutionary OptiFit System makes it easy to select the right club for your existing swing. Simply match your typical shot shape to the diagram. This determines which type of Fusion weighting is best for you.



To learn more about how the new Big Bertha Fusion FT-3 Driver can improve your game, visit www.FT-3.com.

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A better game by design.

BETTER SCIENCE.
BETTER GOLF.
A BETTER GAME FOR YOU.



NEW BIG BERTHA®
FUSION® IRONS

DEMO DAY

More distance. More accuracy. More forgiveness. How will the latest Callaway Golf technologies improve your game? Find out at our next Demo Day. The fairway is yours. So swing away.



NEW BIG BERTHA
TITANIUM 454 DRIVER



NEW HX® HOT
GOLF BALL



Location _____

Date _____ Time _____

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NEW BIG BERTHA® FUSION® IRONS

THE MOST UNTRADITIONAL TRADITIONAL-LOOKING IRONS YOU'LL EVER PLAY.

- Incorporating Fusion Technology, the patented ultra-dense Tunitite™ alloy cradle allows for 77% of the clubhead's mass to be positioned around its perimeter for incredible stability and accuracy.
- The lightweight 6-4 titanium face insert, 35% lighter than a comparable steel face, allows more weight to be moved to the clubhead perimeter for increased forgiveness and a larger sweet spot.
- The exclusive chemically engineered TPU SenSert™, working in tune with the clubface, reduces vibration for a crisp, responsive sound and an unmatched feel.



BIG BERTHA® FUSION® IRONS

The next generation of tools to take apart any course. The unique head shape provides a clean, traditional look and an unprecedented level of performance, yet provides the playability, performance and confidence and confidence at address once only reserved for oversized irons.

TPU SENSSERT™
Exclusive, chemically engineered TPU SenSert reduces vibrations to create an incredibly solid feel.

TUNITITE™ ALLOY CRADLE
77% of mass repositioned to the perimeter of club, yielding an ultra-high Moment of Inertia (MOI) for more stability. With no twisting or turning, balls fly straighter off the club.

TITANIUM FACE INSERT
35% lighter than steel. The 6-4 titanium face insert creates the free mass that is distributed around the perimeter, creating a massive sweet spot for farther and straighter shots.



CALLAWAY GOLF BIG BERTHA BROCHURE

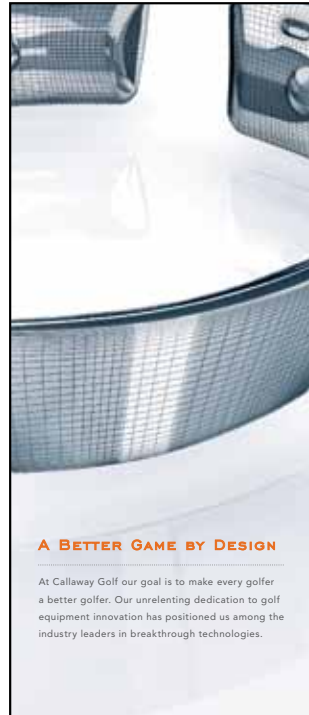
BIG BERTHA

FUSION FT-3 DRIVER

The New Science of Distance with Accuracy



A better game by design.



A BETTER GAME BY DESIGN

At Callaway Golf our goal is to make every golfer a better golfer. Our unrelenting dedication to golf equipment innovation has positioned us among the industry leaders in breakthrough technologies.



Earth-shattering ideas from the original Big Bertha Driver and Short, Straight, Hollow Hosel (SSH2) to Variable Face Thickness (VFT) and tungsten gravity screws—just to name a few—demonstrate that we set the pace others can only hope to follow.

Once again, we've revolutionized the golf world with an advance that transcends today's best driver technology. We've shattered the design limitations and performance barriers of all-titanium drivers. More than a new driver, it's a whole new science—the science of distance with accuracy.

BIG BERTHA FUSION FT-3 DRIVER BREAKING THE ALL-TITANIUM BARRIER

At the maximum driver head volume of 460cc allowed by the USGA, the Big Bertha Fusion FT-3 Driver delivers an amazing 46g of discretionary weight for a higher level of driver stability, accuracy and ball flight control.

Ultra-hot Cup-face for Blazing Distance

Time to heat things up with an ultra-hot titanium cup-face. The deep-face design and patented VFT Technology create a larger effective hitting area and exceptional ball speed. Designed right up to the USGA Characteristic Time limit, the face gives you the maximum transfer of energy allowed in a driver for blistering ball velocity and distance.

New Weighting Science for a New Level of Accuracy

Critical to the Big Bertha Fusion FT-3 Driver was the creation of a unique carbon composite body. In addition to offering superior strength and durability, it weighs considerably less than titanium. This allows Callaway Golf engineers to strategically position up to 44 grams of discretionary weight where you need it most—increasing clubhead stability for straighter drives.

THE OPTIFIT SYSTEM

Use this diagram to determine which of three Fusion weighting configurations is right for your current swing.

DRAW
Weighting near the heel of the club helps minimize fades/slices and promotes a slight draw.

Distance with accuracy is just the beginning for Fusion Technology. Since Callaway Golf engineers can precisely position the discretionary weight in optimal locations, you can select a weighting configuration to meet your specific swing needs. This means you don't need to adjust your swing to generate better results.

For instance, if your drives tend to fade or slice, you can select a Big Bertha Fusion FT-3 Driver with "draw" weighting. The increased heel weighting will promote a slight draw spin on the ball—sending your shots straighter down the fairway. The Big Bertha Fusion FT-3 Driver gives you the confidence and performance to simply swing away.

CUSTOMIZABLE CENTER OF GRAVITY POSITIONS FOR OPTIMUM PERFORMANCE

NEUTRAL
Provides optimal trajectory for those who already hit the ball straight, and workability for more advanced players.

FADE
Weighting near the toe of the club minimizes hooks/draws and promotes a slight fade.

The revolutionary OptiFit System makes it easy to select the right club for your existing swing. Simply match your typical shot shape to the diagram. This determines which type of Fusion weighting is best for you. More importantly, it's the final key to unlock those shots that split the center of the fairway more often.

NO ASSEMBLY REQUIRED

No fooling around with wrenches or gadgets to try and figure out the weight configuration that works best for your swing. The OptiFit System takes the guesswork out of your drives by giving you the "factory installed" options direct from the expert engineers at Callaway Golf. Now that's making you a better player.

THE BIG BERTHA FUSION FT-3 TOUR DRIVER

The Tour models are designed with a slightly open face angle and a modified Center of Gravity position that is matched to the lofts. This produces a penetrating, controllable flight trajectory preferred by experienced and professional players. Tour models are available in half lofts and come standard with an Aldila NVS 65 shaft.

THE SCIENCE TO TRANSFORM YOUR GAME

We tested the Big Bertha Fusion FT-3 Driver with many of the world's most discriminating professional golfers, including Phil Mickelson and Annika Sorenstam.

After a few dead-on, blistering drives, they concluded the same thing: We want it. Since switching to the driver, both Phil and Annika have significantly upped the ante on their already astounding careers.

And if Fusion Technology can transform the game of world-class professionals, imagine what it can do for you.

| FT-3 DRIVER LOFTS | | | |
|-------------------|------------------|----------|-----------|
| | Right-hand | | Left-hand |
| STANDARD | 9°, 10°, 11°, HT | 10°, 11° | |
| TOUR | 8.5°, 9.5° | | 9.5° |

PUT DISTANCE WITH ACCURACY IN YOUR HANDS

Only Callaway Golf could revolutionize driver science. Again. But don't take our word for it. Put our science to the test for yourself to see and feel how Fusion Technology and the Big Bertha Fusion FT-3 Driver can make you a better golfer. To learn more, visit www.FT-3.com.

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[CLUBS](#) | [WOMEN'S](#) | [BALLS](#) | [APPAREL](#) | [FOOTWEAR](#) | [ACCESSORIES](#) | [CUSTOM LOGO](#) | [THE TOUR](#)
[Drivers](#) | [Fairway Woods](#) | [Hybrids](#) | [Irons](#) | [Wedges](#) | [Putters](#) | [Custom Fitting](#) | [Classic Club Specs](#)
[Big Bertha Fusion FT-3 Driver](#) | [Big Bertha Titanium 454](#)

BIG BERTHA TITANIUM 454 DRIVER

Hot and very, very long. The new Big Bertha Titanium 454 Driver delivers the kind of scorching power usually measured in horses.

WORLD'S LONGEST DRIVER

BIG BERTHA TITANIUM 454

- Overview
- Shafts Available
- Club Specifications
- Purchasing
- Big Bertha Fairway Woods

WATCH BIG BERTHA TITANIUM 454 TELEVISION COMMERCIALS

PUT YOURSELF IN PLAY

Custom Fitting
Find the tools that fit your game

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BIG BERTHA FUSION IRONS

The most revolutionary traditional-looking iron you'll ever play incorporates superior multi-material Fusion Technology and the ultra-stretchable matrix.

THREE POINT TECHNOLOGY

BIG BERTHA FUSION IRONS

- Overview
- Shafts Available
- Club Specifications
- Purchasing
- Callaway Irons
- Watch Iron Television Commercial

PUT YOURSELF IN PLAY

Custom Fitting
Find the tools that fit your game

Purchase Clubs
Where to try and buy

Trade-In Trade-Up
Turn your old clubs into new ones

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[Drivers](#) | [Fairway Woods](#) | [Hybrids](#) | [Irons](#) | [Wedges](#) | [Putters](#) | [Custom Fitting](#) | [Classic Club Specs](#)

HX HOT GOLF BALLS

Search your quest for speed. The HX Hot Golf Ball features a hot core off the clubface for high-velocity distance.

HX HIGHLIGHTS

HX HOT GOLF BALLS

- Overview
- Shafts Available
- Club Specifications
- Purchasing
- Callaway Irons
- Watch Iron Television Commercial

PUT YOURSELF IN PLAY

Custom Fitting
Find the tools that fit your game

Purchase Clubs
Where to try and buy

Trade-In Trade-Up
Turn your old clubs into new ones

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BIG BERTHA HEAVENWOOD HYBRIDS

An elongated, aerodynamic head design, optimized perimeter weighting and a deep, low Center of Gravity make the Big Bertha Heavenly Hybrid must-see to hit and score more distance than your long iron.

HEAVENWOOD

BIG BERTHA HEAVENWOOD HYBRIDS

- Overview
- Shafts Available
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- Purchasing
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- Watch Iron Television Commercial

PUT YOURSELF IN PLAY

Custom Fitting
Find the tools that fit your game

Purchase Clubs
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Turn your old clubs into new ones

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BIG BERTHA FUSION IRONS

THE MOST UNTRADITIONAL TRADITIONAL-LOOKING IRONS YOU'LL EVER PLAY

Incorporating Fusion Technology, the patented ultrathin Thinner™ alloy enables allows for 77% of the clubface mass to be positioned around its perimeter for incredible stability and accuracy.

The lightweight 8-11 titanium face insert, 30% lighter than a comparable steel face, allows more weight to be moved to the clubhead perimeter for increased forgiveness and a larger sweet spot.

The exclusive chemically engineered TRU Soft™ coating is true with the shaftface, reduces vibration for a crisp, responsive sound and an instant feel.

BIG BERTHA FUSION IRONS

- Overview
- Shafts Available
- Club Specifications
- Purchasing
- Callaway Irons
- Watch Iron Television Commercial

PUT YOURSELF IN PLAY

Custom Fitting
Find the tools that fit your game

Purchase Clubs
Where to try and buy

Trade-In Trade-Up
Turn your old clubs into new ones

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CORPORATE

OUR MISSION
Our mission is to provide the best products and services to our customers. We are committed to providing the highest quality products and services to our customers.

OUR VALUES
Our values are integrity, innovation, and customer service. We are committed to providing the highest quality products and services to our customers.

EMPLOYEE EXPERIENCE
Our employees are the heart of our company. We are committed to providing a supportive and challenging work environment for all our employees.

CALLAWAY GOLF FOUNDATION
The Callaway Golf Foundation is committed to providing support and resources to the golf community.

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GES - THE GAME ENJOYMENT SYSTEM

A complete set of iron wedges, three irons, a putter and a bag designed to help women who are new to the game of golf with clubs being spaced out to fit in the car, are easy to carry and have fun while playing the game.

ITS BENEFITS

GES - THE GAME ENJOYMENT SYSTEM

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CALLAWAY GOLF BIG BERTHA MICRO WEB SITE

BIG BERTHA FUSION FT-3 DRIVER

THE TECHNOLOGY | TOUR PERFORMANCE | MULTIMEDIA | STAY UPDATED | INTRO



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BIG BERTHA FUSION FT-3 DRIVER

THE TECHNOLOGY | TOUR PERFORMANCE | MULTIMEDIA | STAY UPDATED | INTRO

Fusion Technology. The science of distance with accuracy.

THE TECHNOLOGY IN THE LAB



With an ultra-lightweight carbon body and titanium cup-face, Fusion technology shifts weight to where it's most beneficial, resulting in extraordinary distance and accuracy.

Callaway GOLF

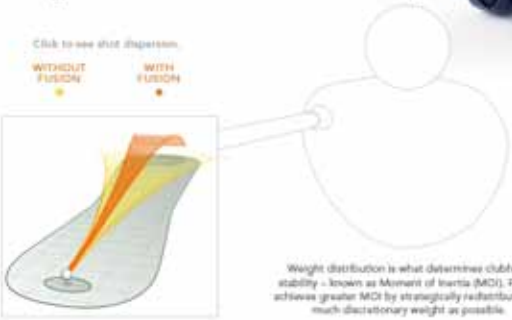
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BIG BERTHA FUSION FT-3 DRIVER

THE TECHNOLOGY | TOUR PERFORMANCE | MULTIMEDIA | STAY UPDATED | INTRO

Fusion Technology. Maximum distance with incredible accuracy.

THE TECHNOLOGY ON THE COURSE



Weight distribution is what determines clubhead stability - known as Moment of Inertia (MOI). Fusion achieves greater MOI by strategically redistributing as much discretionary weight as possible.

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BIG BERTHA FUSION FT-3 DRIVER

THE TECHNOLOGY | TOUR PERFORMANCE | MULTIMEDIA | STAY UPDATED | INTRO

Fusion Technology. Maximum distance with incredible accuracy.

THE TECHNOLOGY FOR YOUR GAME

Choose your typical shot shape

SLICE minimized by weighting near the heel, promoting a slight draw.

STRAIGHT

HOOK



14g

5g

25g

DRAW

NO ASSEMBLY REQUIRED

Forget the wrenches or jacks. With customized weighting configurations prescribed by Callaway Golf engineers, the DyeFD System eliminates guesswork.

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BIG BERTHA FUSION FT-3 DRIVER

THE TECHNOLOGY | TOUR PERFORMANCE | MULTIMEDIA | STAY UPDATED | INTRO

11 victories. 3 career low rounds. 1 revolutionary science.

TOUR PERFORMANCE

Career low round of 69 at 2004 PGA Grand Slam - Phil Mickelson

Round of 60 and Winner of 2005 FBR Open - Phil Mickelson

Round of 62 and Winner of 2005 AT&T Pebble Beach National Pro-Am - Phil Mickelson

PHIL ON THE FT-3

ANNIKA ON THE FT-3

Phil Mickelson and Annika Sorenstam switched to the new Big Bertha Fusion FT-3 Driver and have been racking up four victories and low rounds ever since. They're not alone. The FT-3 Fusion is quickly making its mark on the pro scene.

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PHIL ON THE FT-3

ANNIKA ON THE FT-3

CONFIDENCE

PHIL MICKELSON

"Under pressure, it's very important to have a club you can trust and rely on, to know you can hit the shot you want to hit at that particular moment. In my win at the BellSouth Classic, I look back on my FT-3 Driver, because I hit the middle of the fairway on each of the four playoff holes."

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CALLAWAY GOLF BIG BERTHA BANNERS

FIRST THERE WAS WOOD.


THEN STEEL.


THEN TITANIUM.

NOW THIS.




THE NEW SCIENCE OF DISTANCE WITH ACCURACY ARRIVES IN 21 DAYS.




SNEAK PEAK  ON TOUR

10 WEEKS
10 WINS
3 CAREER LOW ROUNDS
1 SCIENCE


COMPARISON CHARTS TO SHOW HOW THE NEW FT-3 DRIVER PERFORMS ON TOUR



1. UNPRECEDENTED STABILITY



2. BUILT FOR YOUR NEEDS



THE NEW SCIENCE OF DISTANCE WITH ACCURACY ARRIVES JULY 1.



SNEAK PEAK  ON TOUR

THE NEW SCIENCE OF DISTANCE WITH ACCURACY ARRIVES JULY 1.



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10 WINS
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1 SCIENCE

COMPARISON CHARTS TO SHOW HOW THE NEW FT-3 DRIVER PERFORMS ON TOUR



1. UNPRECEDENTED STABILITY



2. BUILT FOR YOUR NEEDS



THE NEW SCIENCE OF DISTANCE WITH ACCURACY HAS ARRIVED.



Big Bertha Fusion FT-3 Driver

FT-3.COM
SIGN UP
RETAILERS




FULL SCREEN



Enter your email for the latest updates.

Tell a friend.

SUBMIT




THE NEW SCIENCE OF DISTANCE WITH ACCURACY HAS ARRIVED.

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Tell a friend.

SUBMIT



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|  HX TOUR 56 |
| BETTER PERFORMANCE.  |
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|  HX REI |
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|  A BETTER GOLF BALL FOR EVERY TYPE OF PLAYER. |
|  A BETTER GOLF BALL FOR EVERY TYPE OF PLAYER. |
| CALLAWAY GOLF BALLS. A BETTER GAME BY DESIGN.   www.callawaygolf.com |

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LESS FICTION.



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