

Callaway Golf, by Jeffrey Reed
Special to Toronto Golf & Travel Show

The 21st Annual Toronto Golf & Travel Show is proud to have Callaway Golf as its “Experience Partner” this year. The “Experience” includes Callaway’s presence at several booths throughout the show floor, and featuring Callaway footwear, the Odyssey putting challenge, and Callaway’s uPro and new uPro Go GPS.

As well, the Callaway Golf for Kids program, developed by the Golf Association of Ontario, will be featured at the GAO show area.

Callaway Golf is proud to announce its 2010 new product lineup, continuing the company’s long tradition of innovation in golf technology. The 2010 lineup includes the technologically-advanced FT-iZ Driver and matching FT-iZ Fairway Woods; the bold Diablo Edge drivers, irons, fairway woods and hybrids; new high-performance Tour golf balls and the White Ice putter range from Odyssey. Callaway’s commitment to women’s golf continues with the launch of the Solaire Set and Golf Ball.

“Callaway’s 2010 line up really has something for everyone, and the technology behind these new products has been developed to help a golfer’s game at any level,” said Scott Reid, Managing Director of Callaway Golf Canada. “Our expertise in Fusion Technology has been further extended across club categories, while the new Diablo Edge Woods and Irons all benefit from Callaway Golf’s superior design, technology and performance.”

The 2010 product line-up from Callaway Golf includes:

Callaway Golf® FT-iZ™ Driver takes design and playability to a new level by leveraging the most advanced materials in the world, the FT-iZ is performance engineered with new Polar Weighting – positioning over 70 per cent of the head weight in the face and extreme rear section of the club. With its new aerodynamic shape profile, FT-iZ is the longest, straightest driver Callaway Golf has ever designed. The Callaway Golf® FT Tour™ meets all the needs of the accomplished golfer.

Callaway Golf® FT-iZ™ Fairway Woods use the same performance benefits that Polar Weighting delivers in the Driver. The new FT-iZ Fairway Woods feature an ultralight composite crown, a new generation of VFT Face Technology and strategically placed internal weighting to produce unparalleled ball speed and forgiveness for longer straighter shots.

Callaway Golf® FT-iZ™ Hybrids feature high density Metal Injection Moulded (MIM) weights which concentrate large amounts of head weight low and around the perimeter for a lower centre of gravity and increased MOI (resistance to twisting). A Trajectory Driven Design produces the optimum launch for all levels of player.

A full line of new Odyssey Putters includes the Odyssey® White Ice™ Putters; Odyssey 2-Ball Putters; Odyssey Progressive Putters; Core Odyssey Putters; and Odyssey® Black Series® Tour Designs Putters.

The latest edition to the uPro family is the uPro Go. With the UPro Go, hit the course straight from the gift shop with a cutting edge, full-colour GPS device pre-loaded with thousands of courses across Canada and the U.S. The virtual green view feature in Go Mode shows the green and the surrounding area in vivid detail with precise distances. Anypoint technology is another Go Mode feature that allows you to measure to any point on or around the green, and at half the size and weight of other golf GPS devices, it fits easily into a pocket. For more information on Callaway's uPro and UPro Go visit www.uprogps.ca.

For all of Callaway Golf's new offerings for 2010, including the Diablo Edge Family of drivers, fairway woods, hybrids and irons, X Series Jaws Wedges, Callaway Golf Solaire women's golf clubs and balls – and much more – visit www.callawaygolf.com.