



PERFORMANCE FITTING EVENT

# Spencer T Olin Golf Course

We are excited to hold a Performance Fitting Event at your favorite facility.

Date: May 3, 2025

Time: 11:00 AM to 3:00 PM

## Introducing The New Elyte Family

The future of performance is Elyte and we look forward to you trying and being fit for the game-changing innovations in this incredible new lineup.

[SCHEDULE FITTING](#)

# ELYTE

THE FUTURE OF  
PERFORMANCE  
IS ELYTE



# Up To 8 Yards Longer<sup>1</sup>

All drivers claim to have great performance. But it takes game-changing leaps in innovation to create one that is truly Elyte. With an advanced new shape, revolutionary Thermoforged Carbon, and a breakthrough Ai 10x Face delivering a driver that's up to 8 yards longer with even more forgiveness.

ELYTE  
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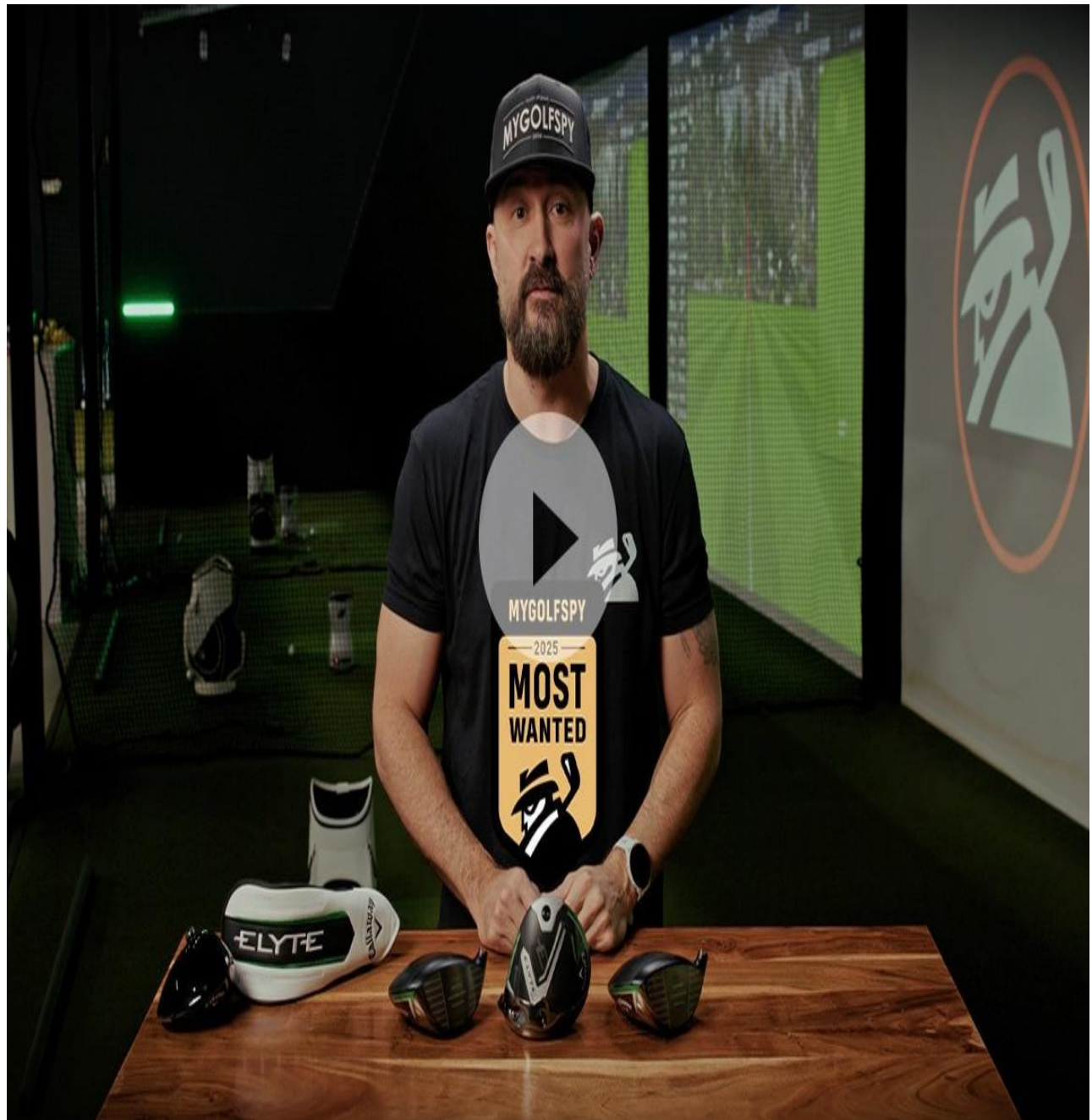
# ***2025's MOST WANTED DRIVER***



# MyGolfSpy's Most Wanted Driver<sup>1</sup>

Our new drivers continue to receive incredible praise in player testing. Elyte earned 15 of 15 stars in the Golf Digest Hot List, and MyGolfSpy has now even emphasized that it was "most wanted for a reason. It showcased its performance ability regardless of who was hitting it."

MyGolfSpy followed up their Most Wanted results with an in-depth review of the winning Elyte Triple Diamond. As they said, "It finished as the #1 Driver of the year, it dominated. We put it head-to-head against 36 competitors in the industry, and the Triple Diamond beat them in accuracy and distance." Their team also explained why our Ai 10x Face, Thermoforged Carbon, and advanced shaping are truly game-changing innovations. Check out their great video for all the details.



## The New Elyte Family

Elyte features new drivers that are up to 8 yards longer with even more forgiveness, fairway woods that promote 57% less turf interaction for increased ball speeds off the face, their most adjustable hybrids ever with up to 13 yards of shot shaping<sup>2</sup>, plus irons that create exceptional ball speeds and forgiveness for every type of player.



## Elyte First Impressions

Callaway Tour staffers are already gaming Elyte Drivers. In this new video, some of the most elite players in the game explain how these drivers are improving their performance with faster ball speeds and even more forgiveness.





# What to Expect

Custom Fitting is one of the most important aspects of improving your golfer's game. We make the fitting experience seamless from start to finish, catering to your players needs and providing recommendations with confidence.





Performance Fitters will assist in managing your event and work with your members/golfers 1:1 to deliver a best-in-class fitting experience.



Using the latest in fitting equipment and technology, including Foresight GCQuad launch monitors, our Performance Fitters are professionally certified to deliver optimal club and ball recommendations.



The online scheduler does the work for you, removing the hassles, duplications, and potential errors. Making it easy to register, monitor sign-ups, place and track orders.



After the event, you can access all the fitting recommendations and place orders via the event status page. Check out the "Fitting Events" page on Callaway Connect to access signup links, fitting recommendations and place orders for all the Callaway fitting events hosted at your course.

## RESOURCES

CALLAWAY CONNECT · CALLAWAY MEDIA · TRAINING · CALLAWAY GOLF



<sup>1</sup>Claim based on consumer testing of Callaway Elyte vs. Callaway Ai Smoke Max drivers, with an average gain of 1.8 yards.

<sup>2</sup>Shot shaping measurement based on player testing results with weights interchanged and lie angles adjusted to respective extremes.

Callaway Golf, 2180 Rutherford Rd. Carlsbad, CA 92008 USA | 1.800.588.9836

For more information contact us online. Please do not reply to this email, as it is sent from an address that cannot accept incoming email. To ensure continued delivery please add [callawaygolf@e.callawaygolf.com](mailto:callawaygolf@e.callawaygolf.com) to your address book or safe list.

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