

STRAIGHT AS A ROMAN ROAD:

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As referenced in this week's current issue, Callaway Golf (ELY: NYSE) formally introduced at its national sales meeting on Tuesday the FT-iQ. Building on its multi-material platform of Fusion Technology, the new FT-iQ melds several cutting edge components, the company said, into a shape inspired by stealth jets and futuristic concept cars. According to Callaway Golf's designers, it is the smartest, most advanced driver in the world, which in turns implies how it was named. "FT-iQ is a smart driver because power without precision is useless," said Jeff Colton, Senior Vice President, Research and Development, Callaway Golf. "Not only is FT-iQ the longest driver we've ever developed, it's also 35% straighter than FT-i, our previous benchmark for accuracy."

The company said the new driver incorporates "Complete Inertial Design," -- Moment of Inertia (MOI), Center of Gravity (CG), CG bias, face design, loft and lie-- characteristics to optimize the it's overall performance.

Golfers outside of North America will be the first ones to sample the product as Callaway said it will release the FT-iQ on October 15th internationally and November 15th for the US and Canadian markets. The suggested retail price is \$625.

It will be available in men's and women's versions in both standard and Tour models. The standard models feature 9, 10, 11, and 13 (HT) degree lofts. The 10 and 11 degree models are available in left-handed versions. The Tour version has a slightly more open face, and is available in 8.5 and 9.5 degree lofts; the latter is also available in a left-handed version.