

Apex UW

Product Name: Apex UW

Product One-liner: Tour-Inspired Versatility & Power

Product Intro:

Apex UW is a high-performance Utility Wood that Tour players love. This unique design combines the best features of higher lofted fairway woods, the best features of hybrids, and a more neutral ball flight. Using direct feedback from world-class pros like Phil Mickelson, Xander Schauffele, and Akshay Bhatia to name a few, we've created a multi-purpose club that better players can rely on from the tee, fairway, or rough.

Ball speed is a given from our proven A.I. Designed Flash Face SS21, Jailbreak A.I. Velocity Blades plus our Forged C300 Face Cup, and distance is just one of the performance benefits of this versatile Utility Wood.

We're delivering Apex performance from MIM'D Tungsten Weighting (17.6g per club on average), which we use to precisely position the Center of Gravity (CG). The neutral CG configuration promotes higher launch and steeper landing angles for better stopping power, along with optimized spin rates, all while reducing unwanted draw bias. The clean, compact shape creates workability for better shot-making with enhanced control. All of these characteristics help Apex UW to be more consistent downrange for impressive accuracy.

Tour Pros and better players have been asking for a new "go-to" club that's easy to hit, easy to control, consistently long, and a reliable option for a variety of shots. The Apex UW is giving them what they're looking for, and now you can see it for yourself.

Features & Benefits

Tour-Inspired Compact, Workable Shape & Optimized Length

The distinct clubhead shaping is inspired by in-depth feedback from Tour pros. It's a compact profile that they want to shape their shots for enhanced control. Club lengths are set between a fairway wood and a hybrid, allowing for versatile playability while still being easier to hit.

High Launch, Consistent Control and Tighter Dispersion

The Apex UW lineup averages 17.6 grams of MIM'D Tungsten Weighting per club. We've precisely positioned the Center of Gravity in a neutral location for an exceptional combination of high launch, steeper landing angles, consistent spin characteristics and reduced draw bias. With 17% tighter downrange dispersion vs. Apex Pro 19° Hybrid*, these utility woods promote impressive accuracy into the fairway or green.

High Velocity Ball Speeds From Jailbreak A.I. Velocity Blades

Our Jailbreak A.I. Velocity Blades are engineered to increase vertical stiffness near the sole of the club, creating more speed low on the face where players often mishit their hybrids. These blades allow the Face Cup to flex on the crown for better spin rate consistency, and the bars are spread to enhance torsional stiffness, leading to more forgiveness all across the face.

Fast Ball Speed From A.I. Designed Flash Face SS21 + Forged Face Cup

Every loft is uniquely designed using advanced A.I. This proven ball speed technology puts an even greater emphasis on center and off-center ball speeds. The A.I. face is forged using a high strength C300 Maraging Steel for speed and spin consistency across the face.