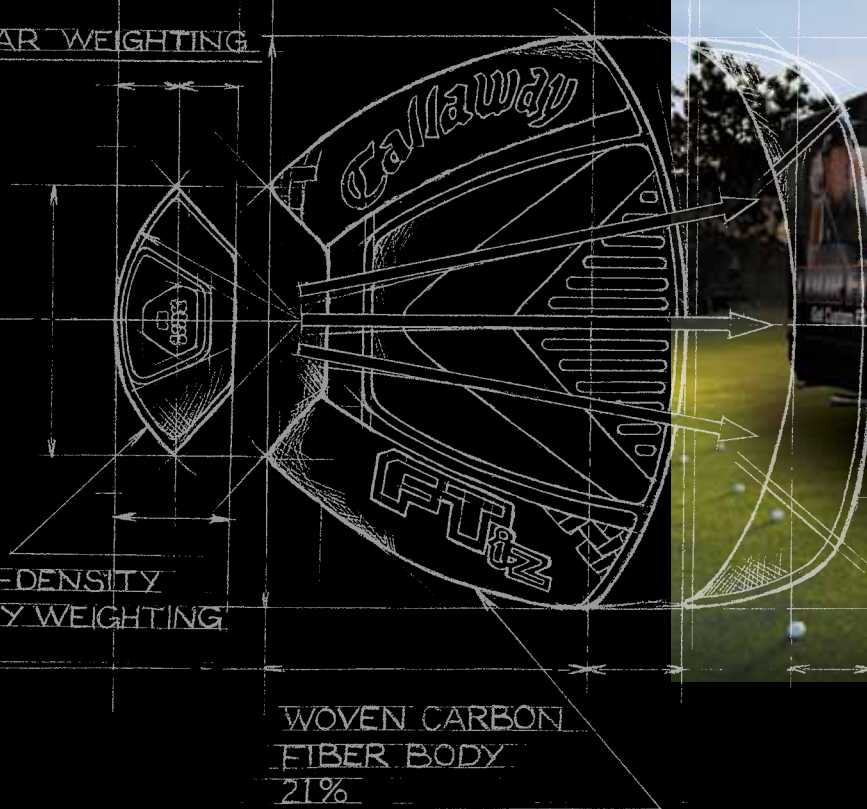




TOUR FIT VAN PROGRAM

FT-iZ POLAR WEIGHTING



HIGH-DENSITY
ALLOY WEIGHTING
16%

WOVEN CARBON
FIBER BODY
21%

CAST Ti-6-4
Callaway
58%





TOUR FIT VAN PROGRAM



WHAT DOES THE TOUR FIT VAN BRING TO YOUR FACILITY?

During the Tour Fit Van experience, our Tour Fit Van Technicians will custom fit your swing to the precise Driver, Irons and Wedge combination using state of the art launch monitor technology and Callaway's Proprietary Fitting System.

FOUR-PIECE FUSED
TITANIUM

The Callaway Fitting System showcases IMIX technology! I-mix technology along with the a state of the art launch monitor giving your clients / members the ability to try more then 575 driver combinations in FT-9 and FT-iZ.

All Tour Fit Vans are equipped with the TOMI putter fitting system offering the best putter fittings available.

Once your individual specs are determined, the Tour Fit Van team can build your members club orders on-site for same day transaction and delivery.





TOUR FIT VAN PROGRAM



WHAT IS EXPECTED FROM A PARTICIPATING ACCOUNT?

- Post signage and sign-up posters (provided by Callaway) around facility before the event
- Pre-book a minimum of 6 members / customers to be fit at the event
- Ensure all facility staff are aware of the event date and what the event entails
- Ensure that the Callaway Tour Fit Van personnel have access to power on the range
- Ensure a minimum of 1 dedicated staff member (Preferably The Key Club Fitter) will work the event along with Tour Fit Van personnel to ensure a quality event for customers





TOUR FIT VAN PROGRAM



RECOMMENDED SET UP FOR TOUR FIT VAN EVENT

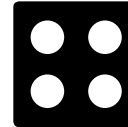
RANGE



LAUNCH
MONITOR

MONITOR

FITTING
SYSTEM



DEMOS

TABLE

FLAG

FLAG

TOUR FIT VAN





TOUR FIT VAN PROGRAM



WHAT CAN THE TOUR FIT VAN DO AT YOUR FACILITY?

- Fit all pre-booked customers using the latest Callaway & state of the art launch monitor fitting technologies
- Post-fitting, the ability to build and deliver to customers on-site
 - FT-9, FT Tour, FT-*i*Z and Diablo Edge Drivers
 - Stock shafted Hybrids, Fairway Woods & Wedges
 - X-22, X-22 Tour, X-Forged, Diablo Edge, Diablo Forged, FT and FT-*i*brid Irons
- Any golf club outside of the standard mobile matrix (i.e. exotic shafts, etc.) will be priority build at Callaway's Concord, Ontario production facility and will be delivered within **2 BUSINESS DAYS** to the facility
- **Most Importantly, deliver a one-of-a-kind experience to your members and customers while driving incremental product sales and profit through your facility**





TOUR FIT VAN PROGRAM

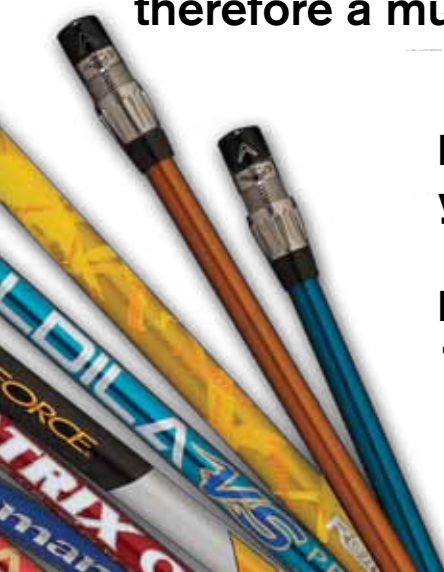


OTHER TOUR FIT VAN EVENT DETAILS

- All fitting appointments will be a 30 minutes long (If customer wants to be fit for woods, irons and wedges please book 60 minutes)
- Tour Fit Fan Event will run between 4 to 6 hours long (with minimum of 6 fittings)
- All sales will go through the host facilities account
- All retail pricing to be managed and communicated to customers / members by host facility. Participation on the driving range by a member of the facility staff is therefore a must for a successful event

If you have any questions please contact your local Callaway Territory Manager or

**Barry Wallis (Tour Fit Van Event Manager):
1 (800) 387-7000 x. 6498**



LOWER, MORE ACCESSIBLE
SWEET SPOT

DEEPER CENTER
OF GRAVITY