

FOR IMMEDIATE RELEASE

January 8, 2015

Contact: Mike Alday
mike@aldaycommunications.com
615-791-1535

BOWTECH RAISES THE BAR AGAIN WITH R.A.K.-EQUIPPED CARBON ICON

EUGENE, Ore. – Bowtech Archery, the industry leader in archery innovation, has launched the Carbon Icon, an R.A.K. equipped carbon bow featuring top-level technologies at a price that competitors only wish they could match. With an MSRP of just \$749 R.A.K. equipped, the Carbon Icon delivers performance and power with every shot.

“We changed the industry with the launch of our Carbon Knight, and now we’ve set a new standard again with the Carbon Icon,” said Jeff Suiter of Bowtech Marketing. “The Carbon Icon includes Bowtech’s premium, field-proven technologies on our super-lightweight Knight riser at an incredible price. There is no better value for bragging rights and big trophies than the Carbon Icon.”

The Carbon Icon features PowerShift Technology, a brand new innovation in compound bow design that allows the shooter to have every bow he needs with zero compromise. A quick shift of the PowerDisc changes the bow from its Performance setting (maximum speed and knock-down power) to its Comfort setting (effortless draw).

SPECIFICATIONS

Brace Height:	7 Inches	IBO/ATA Speed:	335 fps
Axle to Axle:	31 Inches	Kinetic Energy:	87.2 ft-lbs.
Draw Length Range:	26.5 - 30.5 Inches	Effective Let-Off:	80%
Draw Weight:	50, 60, 70 lbs.	Mass Weight:	3.2 lbs.

Additional Bowtech technologies featured on the Carbon Icon include the carbon-compound Knight Riser for exceptional flexibility and durability and Binary Cams for impeccable tuning and consistency. The Carbon Icon is also R.A.K. equipped, which means it includes everything needed to shoot right out of the box.

The bow measures 31 inches from axle to axle, has a seven-inch brace height and weighs just 3.2 pounds. It can fire arrows at speeds up to 335 fps. Available standard in BlackOps™ and Mossy Oak® Break-Up Country™, the suggested retail price for the Carbon Icon is \$749 R.A.K. equipped and \$649 bare bow.

For more information, visit www.BowtechArchery.com.

Bowtech manufactures and distributes the world’s finest compound bows and archery equipment. Founded in 1999, Bowtech’s corporate offices and manufacturing facilities are located in Eugene, Ore. With a worldwide distribution network, Bowtech’s family of brands include: Bowtech, Diamond, Excalibur, Octane, Stryker and WaterDog Surface Technologies.



CARBON ICON

- PowerShift Technology
- 31" ATA
- 7-inch Brace Height
- Binary Cams
- Knight Riser
- IBO/ATA Speed: 335 fps
- Weight: 3.2 lbs.
- MSRP: \$749 R.A.K. equipped, \$649 bare bow