

## FOR IMMEDIATE RELEASE

Contact: Tony Williams  
 tony@aldaycommunications.com  
 615-791-1535

## DOMINATE THE X WITH THE BOWTECH FANATIC 2.0

EUGENE, Ore. - If you rate your days by your X count, then Bowtech Archery has the bow for you. The industry leader in archery innovation announces the Fanatic 2.0, a target archery bow featuring the latest in performance technology and built for the shooter who knows nines are not an option.

“The Fanatic 2.0 is designed and built to leave the competition behind,” said Jeff Suiter, product marketing manager for Bowtech. “Powered by our revolutionary PowerShift Technology, the Fanatic 2.0 gives shooters customization options that allow them to make their bow a perfect fit, which will lead to more arrows in the X.”

	29" CAM SPECIFICATIONS	32" CAM SPECIFICATIONS
Draw Length	24-29 Inches	28.5-32.5 Inches
Speed	308 fps	315 fps
Mass Weight	4.7 lbs.	4.7 lbs.
Axle-to-Axle	37.5 Inches	37.5 Inches
Brace Height	7.13 Inches	7.38 Inches
Draw Weight	40, 50, 60, 70 lbs.	40, 50, 60, 70 lbs.

With a simple adjustment of the PowerShift, the draw cycle of the Fanatic 2.0 transforms from undeniable comfort to hard hitting performance. The Fanatic 2.0 riser is enhanced with an upgraded ergonomical grip and protected with Ano-Rock Finish for impenetrable durability and an array of colors.

Multiple draw stops come standard to custom tailor the let-off, and multiple cam options are available for maximum efficiency and draw length range. Bowtech's OverDrive Binary Cams also deliver incredible symmetry, synchronization and stability for an incredibly smooth draw and unmatched accuracy.

The Fanatic 2.0 also has an increased axle-to-axle length for optimal forgiveness and stability, measuring 37.5 inches from axle-to-axle. The bow has a 7 3/8 inch brace height and weighs 4.7 lbs. Draw lengths range from 28.5-32.5 inches and the bow is available in 40, 50, 60, and 70 lb. draw weight options.

The Fanatic 2.0 is available in seven different finish colors: Ano-Blue, Ano-Black, Ano-Green, Ano-Red, Ano-Pink, Ano-Orange and Ano-Purple. Suggested retail price for the bow is \$1,499.

For more information, visit [www.BowtechArchery.com](http://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.

-30-



## FANATIC 2.0

- OverDrive Binary Cams
- PowerShift Technology
- CPX Riser
- Draw lengths up to 32.5"
- New Ergonomical grip
- IBO/ATA Speed: 308 fps with 29" cam/315 fps with 32.5" cam
- MSRP: \$1,499

The Bowtech family of brands