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BOWTECH'S REIGN AS TECHNOLOGY LEADER CONTINUES WITH LAUNCH OF 2017 FLAGSHIP

Eugene, Ore. - Bowtech Archery, the industry leader in innovation, designed its 2017 flagship not with one thing in mind, but with everything in mind. The Bowtech Reign 6 and 7 are ultra-smooth, quiet, powerful and balanced, dominating every category, not just one.

“The Reign 6 and 7 are the culmination of Bowtech’s industry leading technologies,” said Todd Snader, Marketing Manager for Bowtech. “These technologies work in unison to create a smarter bow, a bow that works for the shooter, offering the ability to micro-tune every aspect for the ultimate in accuracy and forgiveness.”

SPECIFICATIONS

Reign 6		Reign 7	
Brace Height:	6 Inches	Brace Height:	7 Inches
Axle to Axle:	32 5/8 Inches	Axle to Axle:	32 5/8 Inches
Draw Length Range:	24-30 Inches	Draw Length Range:	25-31 Inches
Draw Weight:	50, 60, 70 lbs.	Draw Weight:	50, 60, 70 lbs.
Mass Weight:	4.3 lbs.	Mass Weight:	4.3 lbs.
IBO/ATA Speed:	350 fps	IBO/ATA Speed:	340 fps

The Reign offers a new riser and cam design along with the new Outrigger counterweight system, which offsets the weight of the accessories for ultimate balance. Bowtech’s PowerShift Technology Flip Disc and Micro Sync Dial offer a customizable draw cycle and fine detail tuning capability. CPX technology delivers maximum limb efficiency, noise reduction and superior stability. Bowtech’s OverDrive Binary cams remain the industry standard for efficiency and synchronization.

The combination of all these technologies provide the ultimate bow: micro-tuning for superior accuracy, draw cycle choices for ultimate performance and silky smooth draw, and an ultra stable and balanced platform for a dead solid hold. Simply put, the Reign has it all.

The Reign 6 or 7 is available in six finish options including Mossy Oak Break Up® Country™,

Black Ops™, Kryptek® Highlander, Kryptek® Altitude, Kryptek® Raid, Gore® Optifade™ Elevated II. Suggested retail price for the bow is \$1049.

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.



REIGN 6 AND REIGN 7

- PowerShift Flip Disc Technology
- Micro Sync Technology
- CPX riser
- OverDrive Binary Cams
- Outrigger offset weight design
- IBO/ATA Speed: 350 fps (Reign 6)
340 fps (Reign 7)
- MSRP: \$1049