

2012

BOWTECH®

REFUSE TO FOLLOW

TECHNOLOGIES

Industry Changing Technologies; When you see our ICT icon, you know you are buying a genuine product from the original developers; those who know it best. Why buy an imitation when you can have the original?



OVERDRIVE Binary™

- 100% tunable
- Maximized cam stability
- Perfect synchronization
- Unmatched accuracy
- Comfortable draw cycle

CPX

- Redefines accuracy
- Terminates riser torque
- Ultra low friction components
- Scary accurate
- Deadly quiet
- Blazing fast

HardCore Limbs™

- Intense Efficiency
- Extreme Durability
- Layers of high performance material
- Proprietary impact-resistant film

FLX GUARD™

- Terminates riser torque
- Reduces lateral nock travel

Binary Cam System®

- Symmetrical cams
- Turns in perfect synchronization
- Simple to set and forget
- Maximizes accuracy and consistency

Octane Factory Strings

- The most respected and reliable strings available
- Hand crafted in the U.S.A.
- Pre-stretched at 450 lbs of tension
- Length tolerances within .010"

(AnoRock)

- Advances target finish durability
- Unaffected by moisture and perspiration
- Consistent hand placement
- Designed to work with the shooter

Rotating Modules

- At least four inches of draw length adjustment
- Solid draw stop feature
- Allows for custom draw lengths

R.A.K. Equipped System

- Factory installed and tested
- Outfitted with the most accurate preset components in the industry
- Each R.A.K. bow is Ready, Aim and Kill right out of the box

For more information on our technologies, videos, and "how-to's", please visit our interactive website at [BowTech Archery.com](http://BowTechArchery.com)

BOWTECH

UNLEASH THE

INSANITY

ACCURACY YOU
CAN TOUCH.



**INDUSTRY
CHANGING TECHNOLOGIES**

CPX
Unprecedented accuracy,
unmatched stealth.

**FLX
GUARD**
Terminates riser torque.

HardCore Limbs
Intense efficiency,
extreme durability.

**OVERDRIVE
Binary**
Symmetry,
synchronization
and stability.



YouTube Facebook Twitter

BowTechArchery.com

BOWTECH

REFUSE TO FOLLOW

BOWTECH IS PROUD TO PARTNER WITH

MOSSY OAK
BRAND CAMO

TO FEATURE BREAK-UP INFINITY®

America's #1 camo pattern just got better.

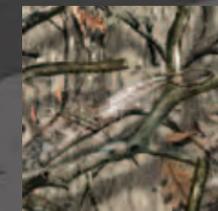
Featuring unprecedented Depth, Detail and Definition, Break-Up Infinity truly offers hunters another dimension in camo.

Break-Up Infinity is the first ever pattern to introduce 6 individual layers of depth, unmatched realistic detail and the sharpest definition to literally break up your outline. Once again Break-Up redefines camo with Break-Up Infinity, a pattern with so much depth it looks like you could walk right into it.

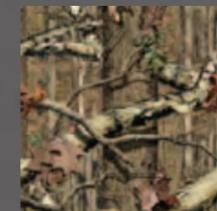


AVAILABLE FINISHES

	Insanity CPX	Insanity CPXL	Invasion CPX	Specialist	Assassin	Assassin SD	HeartBreaker
Mossy Oak Treestand	•	•	•	•	•	•	•
Mossy Oak Infinity	•	•					
Gore Optifade Open Country	•	•					
Gore Optifade Forest	•	•					
Realtree APG HD	•	•					
BlackOps	•	•	•	•	•	•	•
AnoRock Inferno	•	•		•			
AnoRock Onyx	•	•		•			
AnoRock Razzberry							•



Mossy Oak® Treestand™



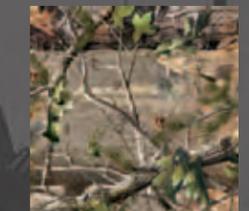
Mossy Oak® Break-Up Infinity™



Gore® Optifade™ Open Country



Gore® Optifade™ Forest



Realtree® APG™



Inferno



Onyx



Razzberry

The Insanity CPX and Insanity CPXL are standard in Mossy Oak® Treestand™. Alternate riser finishes include Mossy Oak® Break-Up Infinity™, Gore® Optifade™ Forest or Open Country, Realtree® APG HD™, and BlackOps™. Also available in target colors: AnoRock Onyx and Inferno. All finishes and target colors will have black limbs, except the Mossy Oak® Treestand™ will have Mossy Oak® Treestand™ limbs.

The Invasion CPX, Assassin, and Assassin SD are standard in Mossy Oak® Treestand™, and also available in BlackOps™.

The Specialist is standard in Mossy Oak® Treestand™ and also available in BlackOps™, AnoRock Inferno, and AnoRock Onyx with black limbs.

The HeartBreaker is standard in Mossy Oak® Treestand™, and also available in BlackOps™ or AnoRock Razzberry. AnoRock Razzberry will not be available R.A.K. Equipped.

For all bows add \$25 for special order camo finishes, including Black Ops™. AnoRock Target Colors: add \$200 for AnoRock Inferno, AnoRock Onyx, and \$150 for AnoRock Razzberry.

All prices and specifications are subject to change without notice. Please contact BowTech Customer Service for most recent information.

DON'T GET OVER BOW'D

At 60 lbs, BowTech bows produce more knock-down power than most of our competitors' bows at 70 lbs.



Never get stuck pulling too much weight again. Shoot BowTech.

SPECIFICATIONS

2012 QUICK REFERENCE GUIDE							
	Insanity CPX	Insanity CPXL	Invasion CPX	Specialist	Assassin	Assassin SD	HeartBreaker
Brace Height	6"	7"	7"	7 1/2"	7"	7"	7"
Draw Weights	50, 60, 70, 80	50, 60, 70, 80	50, 60, 70, 80	50, 60, 70	50, 60, 70	40, 50, 60, 70	40, 50, 60
Draw Length	25.5"-30"	27.5"-32"	26"-30"	26"-30.5"	26"-30"	22.5"-27"	22.5"-27"
A to A	32"	35"	31 1/32"	37 1/2"	30 5/8"	30 1/4"	30 1/4"
IBO/ATA Speed	355 fps	340 fps	343 fps	330 fps	*333 fps	**305 fps	**305 fps
Kinetic Energy	98 ft-lbs	89.9 ft-lbs	91.5 ft-lbs	84.6 ft-lbs	86.2 ft-lbs	72.3 ft-lbs	61.9 ft-lbs
Effective Let-Off	80%	80%	80%	65-80%	65-80%	65-80%	65-80%

IBO/ATA speed ratings are the industry standard and are calculated using an arrow weighing 5 grains per pound (350 gr) at 70# draw weight with a 30" draw, unless mentioned otherwise below.
 *Speed for the Assassin SD taken at 70# draw weight with a 27" draw, using a 350 grain arrow.
 **Smooth mod available for Assassin. IBO speed with smooth mod is 328 fps.
 ***Speed for the Heartbreaker taken at 60# draw weight with a 27" draw, using a 300 grain arrow.
 All models feature draw length adjustments in 1/2" increments with a single rotating module. The Invasion CPX has an 80% effective let-off.
 The Assassin, HeartBreaker, and Specialist all feature an adjustable let-off range of 65% to 80%.

FEATURED TECHNOLOGIES							
	Insanity CPX	Insanity CPXL	Invasion CPX	Specialist	Assassin	Assassin SD	HeartBreaker
CPX	•	•	•				
OverDrive Binary Cam	•	•	•	•			
FLX-Guard	•	•	•	•			
HardCore Limbs	•	•	•	•			
Binary Cam					•	•	•
R.A.K. Equipped System					•	•	•
Octane Factory Strings	•	•	•	•	•	•	•
Rotating Mod System	•	•	•	•	•	•	•
Carbon Rod String Stop	•	•	•	•	•	•	•
AnoRock (Featured on Target colors only)	•	•		•			•

INSANITY CPX

SPECIFICATIONS

Brace Height:	6 Inches	IBO/ATA Speed:	355 fps
Axle to Axle:	32 Inches	Kinetic Energy:	98 ft-lbs
Draw Length:	25.5-30 Inches	Effective Let-Off:	80%
Peak Draw Weights:	50/60/70/80 lbs	Mass Weight:	4.3 lbs

Get ready to change everything you thought you knew. "Great" has become unacceptable, "best ever" is inadequate, forget that "impossible" was ever a limitation and Unleash The INSANITY! We took the best Industry Changing Technologies from the Destroyer and the Invasion CPX, amped them up to INSANE levels to achieve a scary accurate, ghostly smooth, dead stable bow that just happens to be 355fps.

FINISH OPTIONS

Both Insanity bows are standard in Mossy Oak® Treestand™. Alternate riser finishes include Infinity™, Gore® Optifade™ Open Country or Forest, Realtree™ APG HD™, and BlackOps™. Also available in target colors: AnoRock Onyx, and AnoRock Inferno. Alternate finishes and target colors will have black limbs.

TECH

2-PIECE WOOD GRIP
Ergonomic Comfort

OCTANE FACTORY STRINGS
BowTech has the best factory strings in the bow industry.

SPLIT BUSS CABLE
100% Tunability,
Maximum Cam Stability

Please note: Actual product may vary from image

INSANITY CPXL

SPECIFICATIONS

Brace Height:	7 Inches	IBO/ATA Speed:	340 fps
Axle to Axle:	35 Inches	Kinetic Energy:	89.9 ft-lbs
Draw Length:	27.5-32 Inches	Effective Let-Off:	80%
Peak Draw Weights:	50/60/70/80 lbs	Mass Weight:	4.4 lbs

You asked for it, and we listened. All the benefits you need from the Insanity CPX, with a longer axle to axle length of 35" for the ultimate in forgiveness and stability. Let our technology speak for itself. Featuring Center Pivot Extreme, HardCore Limbs, OverDrive Binary cams, and the FLX-Guard, the Insanity CPXL is the most accurate bow on the market that is available in draw lengths up to 32". At 340 fps, the Insanity CPXL is the fastest long draw bow. Never settle again - Unleash the Insanity.

ICT TECH

CPX
Scary Accurate,
Deadly Quiet,
Blazing Fast

HardCore Limbs
Intense Efficiency,
Extreme Durability

**OVERDRIVE
Binary**
Symmetry,
Synchronization,
and Stability

**FLX
GUARD**
Terminates
Riser Torque

INVASION CPX

SPECIFICATIONS

Brace Height:	7 Inches	IBO/ATA Speed:	343 fps
Axle to Axle:	31 1/32 Inches	Kinetic Energy:	91.5 ft-lbs
Draw Length:	26-30 Inches	Effective Let-Off:	80%
Peak Draw Weights:	50/60/70/80 lbs	Mass Weight:	3.9 lbs

We promised something special, something wildly innovative, and we delivered with the most accurate hunting bow ever built. The Invasion CPX harnesses all of BowTech's best technologies with a shorter axle to axle. Combining our phenomenal HardCore Limbs, OverDrive Binary Cam System and FLX-Guard Cable Containment with the new CPX technology, we have created a bow that is scary accurate, deadly quiet, and blazing fast. The Invasion is Now.

ICT TECH

CPX

Scary Accurate,
Deadly Quiet,
Blazing Fast

**OVERDRIVE
Binary**

Symmetry, Synchronization,
and Stability

HardCore Limbs

Intense Efficiency,
Extreme Durability

**FLX-
GUARD**

Terminates Riser Torque

TECH

2-PIECE WOOD GRIP
Ergonomic Comfort

OCTANE FACTORY STRINGS
BowTech has the best factory strings in
the bow industry.

SPLIT BUSS CABLE
100% Tunability, Maximum Cam Stability

FINISH OPTIONS

The Invasion is standard in Mossy Oak® Treestand™.
Alternate riser finish is BlackOps™.

Please note: Actual product may vary from image

SPECIALIST

SPECIFICATIONS

Brace Height:	7 1/2 Inches	IBO/ATA Speed:	330 fps
Axle to Axle:	37 1/2 Inches	Kinetic Energy:	84.6 ft-lbs
Draw Length:	26-30.5 Inches	Effective Let-Off:	65%-80%
Peak Draw Weights:	50/60/70 lbs	Mass Weight:	4.1 lbs

Specialist - definition: "An expert who is dedicated to one occupation"

If that describes you and you're dedicated to competitive shooting, this is the bow for you. Target archers recognize the benefit of a highly tunable, longer bow with a straight riser design. Utilizing many of BowTech's accredited technologies, the Specialist delivers the unparalleled accuracy target shooters desire. Performance comes naturally when you incorporate the OverDrive Binary™ Cam System, the FLX Guard™ Cable Containment System, and Hardcore Limbs™. Examine the Specialist, and you will see that it's not just a bow, but also a technology advantage for the serious archer.

ICT TECH



Symmetry, Synchronization, and Stability

HardCore Limbs™

Intense Efficiency, Extreme Durability



Terminates Riser Torque

TECH

OCTANE FACTORY STRINGS

BowTech has the best factory strings in the bow industry.

(AnoRock)

Durable and consistent. The only texture designed to work with the shooter.

SPLIT BUSS CABLE

100% Tunability, Maximum Cam Stability

FINISH OPTIONS

The Specialist is standard in Mossy Oak® Treestand™. Alternate riser finish is BlackOps™. Also available in target colors: AnoRock Onyx and AnoRock Inferno with black limbs.

Please note: Actual product may vary from image

ASSASSIN

SPECIFICATIONS

Brace Height:	7 Inches	IBO/ATA Speed:	333 fps
Axle to Axle:	30 5/8 Inches	Kinetic Energy:	86.2 ft-lbs
Draw Length:	26-30 Inches	Effective Let-Off:	65-80%
Peak Draw Weights:	50/60/70 lbs	Mass Weight:	3.8 lbs (bow only)

To say that the Assassin is fully loaded is a true understatement. We pulled out all the stops to deliver a R.A.K.™ equipped bow at a price almost too good to believe. The Assassin is packed with features such as the accredited Binary® Cam System, created by BowTech, with rotating draw length modules. The Assassin weighs in at an astonishingly light 3.8 lbs (4.8 lbs when R.A.K. equipped) and executes with speeds of 333fps with the forgiving brace height of 7". Now the bestselling bow in our company's history, the Assassin has introduced novices and experts alike to a new dimension of bow hunting.

TECH

OCTANE FACTORY STRINGS

BowTech has the best factory strings in the bow industry.

ROTATING MODULES

Quick draw length adjustments to match your shooting style.

FINISH OPTIONS

The Assassin and Assassin SD are standard in Mossy Oak® Treestand™. Alternate riser finish is BlackOps™.

Please note: Actual product may vary from image

R.A.K. ACCESSORIES

- NEW R.A.K. Custom 4-Pin Sight
- NEW Octane DeadLock Lite Quiver
- NEW Octane 5" Ultra-Lite Stabilizer
- Comfort Wrist Sling
- BCY String Loop
- Alloy Peep
- Hostage XL Arrow Rest
- Dura-Flx String Dampening Components

ICT TECH

BINARY CAM
Symmetry, Simplicity, and Synchronization.



ASSASSIN SD

SPECIFICATIONS

Brace Height:	7 Inches	IBO/ATA Speed:	305 fps
Axle to Axle:	30 1/4 Inches	Kinetic Energy:	72.3 ft-lbs
Draw Length:	22.5-27 Inches	Effective Let-Off:	65-80%
Peak Draw Weights:	40/50/60/70 lbs	Mass Weight:	3.7 lbs (bow only)

With the introduction of the Assassin SD, no one will be excluded from this year's R.A.K. Equipped lineup. For those with a 22.5"-27" draw, the technology that BowTech is known for has arrived. The Assassin SD has many impressive features, such as the Binary® Cam System, rotating draw length modules and Octane Factory Strings, all for a killer price. Arriving R.A.K. Equipped with all new Octane accessories for 2012, the Assassin SD is a considerable step above the competition, and an unmistakable contender in the field.

HeartBreaker



ICT TECH

BINARY CAM
Symmetry, Simplicity,
and Synchronization.

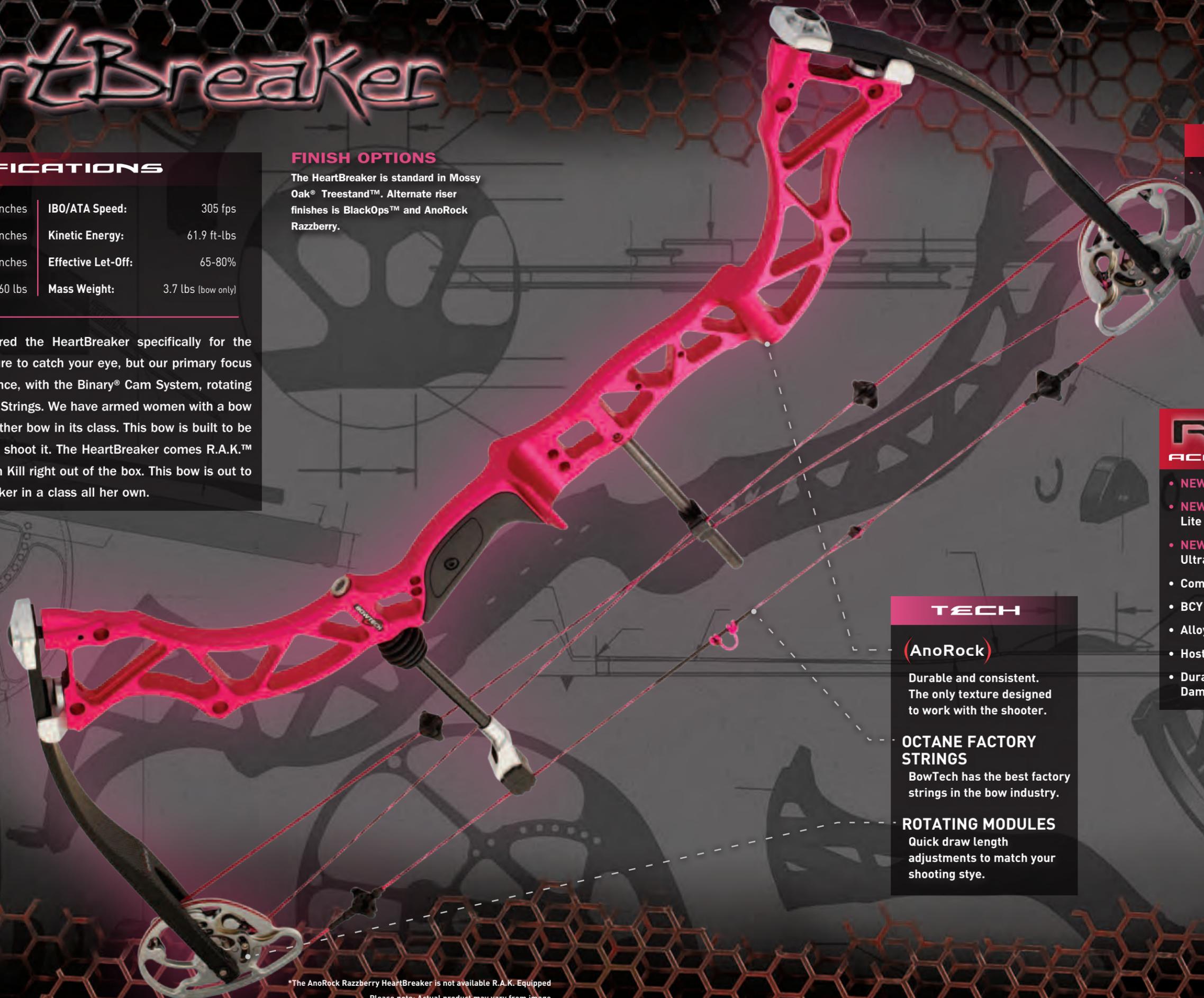
SPECIFICATIONS

Brace Height:	7 Inches	IBO/ATA Speed:	305 fps
Axle to Axle:	30 1/4 Inches	Kinetic Energy:	61.9 ft-lbs
Draw Length:	22.5-27 Inches	Effective Let-Off:	65-80%
Peak Draw Weights:	40/50/60 lbs	Mass Weight:	3.7 lbs (bow only)

FINISH OPTIONS

The HeartBreaker is standard in Mossy Oak® Treestand™. Alternate riser finishes is BlackOps™ and AnoRock Razzberry.

From day one, we engineered the HeartBreaker specifically for the female archer. This bow is sure to catch your eye, but our primary focus was on undeniable performance, with the Binary® Cam System, rotating modules, and Octane Factory Strings. We have armed women with a bow that flat out dominates any other bow in its class. This bow is built to be as strong as the archers who shoot it. The HeartBreaker comes R.A.K.™ equipped*, so it is Ready Aim Kill right out of the box. This bow is out to prove that She's A HeartBreaker in a class all her own.



R.A.K. ACCESSORIES*

- NEW R.A.K. Custom 4-Pin Sight
- NEW Octane DeadLock Lite Quiver
- NEW Octane 5" Ultra-Lite Stabilizer
- Comfort Wrist Sling
- BCY String Loop
- Alloy Peep
- Hostage XL Arrow Rest
- Dura-Flx String Dampening Components

TECH

(AnoRock)

Durable and consistent. The only texture designed to work with the shooter.

OCTANE FACTORY STRINGS

BowTech has the best factory strings in the bow industry.

ROTATING MODULES

Quick draw length adjustments to match your shooting style.

*The AnoRock Razzberry HeartBreaker is not available R.A.K. Equipped
Please note: Actual product may vary from image

BOWTECH TEES



BACK



B80217 Men's Insanity Chained Tee



B80211 Men's Black BowTech Tee

FRONT ONLY



B80244 Men's Invasion Tee
FRONT BACK



B80213 Men's Buck Tee



BACK



B80215 Men's Arrow Tee



B80216 Men's Sketched Bow Tee

BACK



BACK



B80212 Men's Classic Tee



B80218 Men's Ellipse Chained Tee



BACK

B90328 Men's Broadhead Long Sleeve Tee



BACK



OUTERWEAR

LADIES COLLECTION

B81112 Men's Quantum Soft Shell Jacket



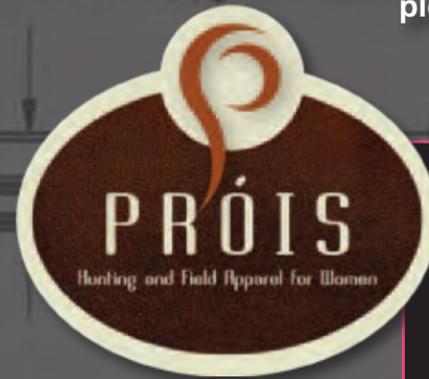
BACK

B71112 Ladies Quantum Soft Shell Jacket



BACK

BowTech is proud to partner with Prois in bringing you the the Turas Short Sleeve shirt. Prois is the leader in outdoor apparel for women. For more information, please visit ProisHunting.com.



B70446 Ladies Prois Turas Short Sleeve Shirt



BACK



B81212 BowTech Black Sport Hoodie



GREY



B11111 Sport-Wicking Mossy Oak Hoodie



B78012 Ladies White Tee



BACK



B78011 Ladies V-Neck "Refuse To Follow" Tee

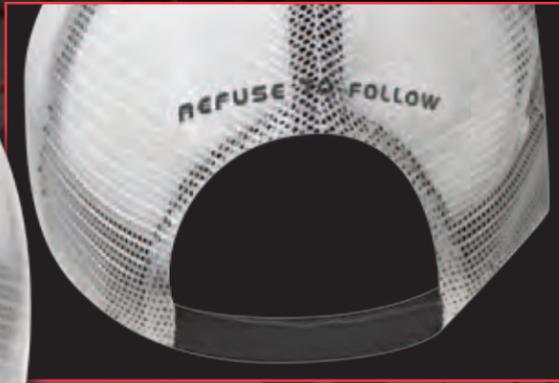
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HATS

B97689
BowTech Grey
Fitted Hat



B99308 BowTech
Arrow Adjustable Hat
- White mesh back



B99527 BowTech
Realtree™ AP HD™
Adjustable Hat



B02729
BowTech Beanies



B98681 BowTech
Black Ellipse
Adjustable Hat



B89005 Mossy Oak®
Break-Up Infinity™
Adjustable Hat



B98691 BowTech
Black Logo
Adjustable Hat



B98689 BowTech Dark
Grey Adjustable Hat



B79012 Ladies Grey/Pink
Swirl Adjustable Hat



SHOOTER SHIRTS

I SHOOT BOWTECH

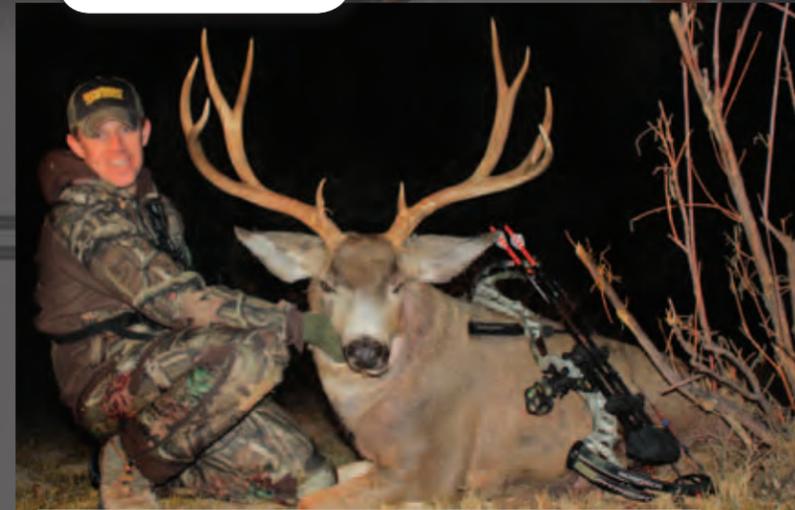
B80445 Men's
Shooter Shirt



B70445 Ladies'
Shooter Shirt



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Grand View Outdoors



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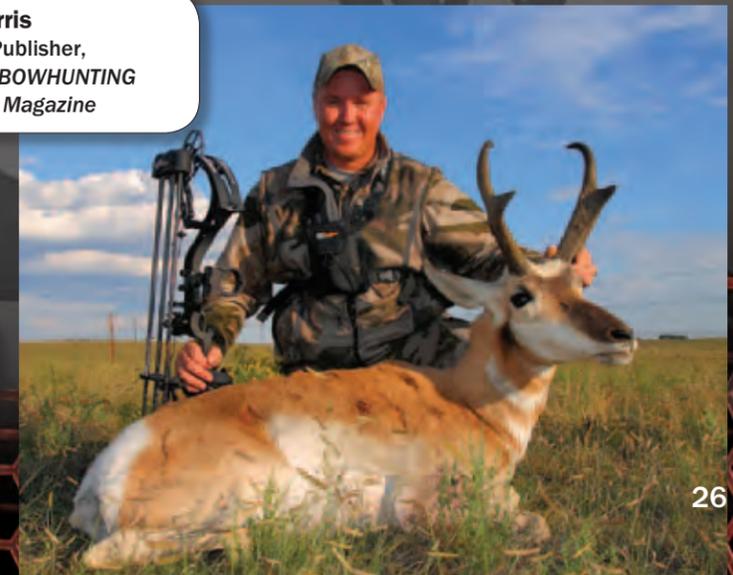


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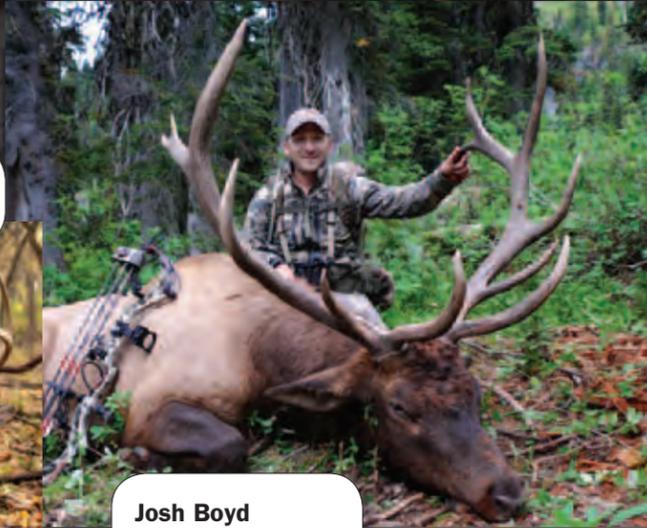
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Host - Heartland Bowhunter



Michael Hunsucker
Host - Heartland Bowhunter



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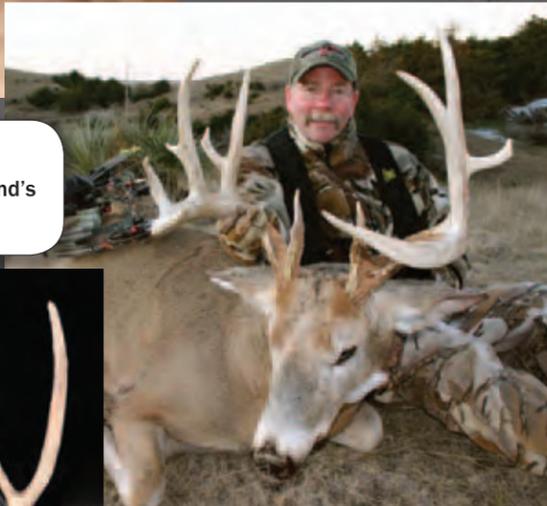
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Fear No Evil TV



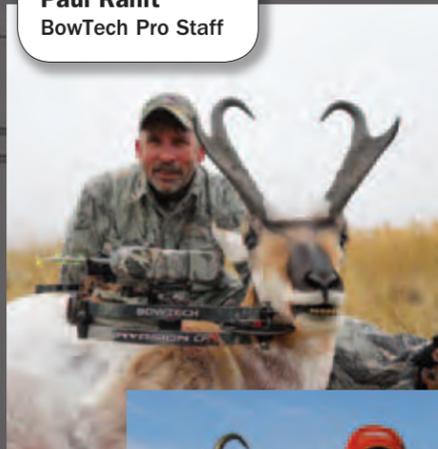
Jamie Satterfield
Savage Outdoors



Brian Owens
R&D Special Projects



Tom Nelson
Host - Dead Down Wind's
American Archer



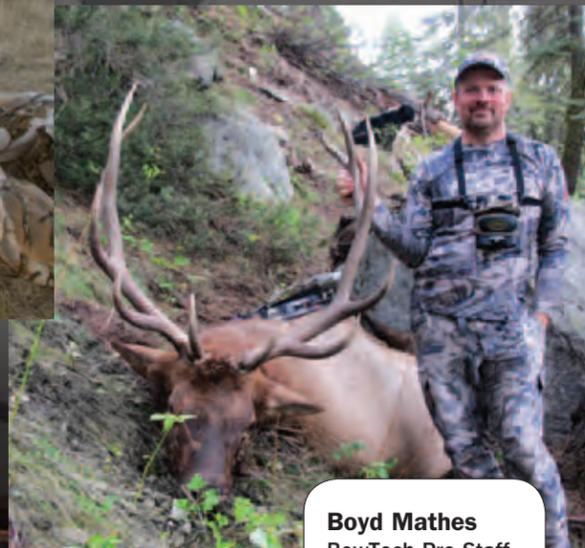
Paul Ranft
BowTech Pro Staff



Mike Stroff
Host - Savage Outdoors



Jeff Suiter
BowTech Media Specialist



Boyd Mathes
BowTech Pro Staff

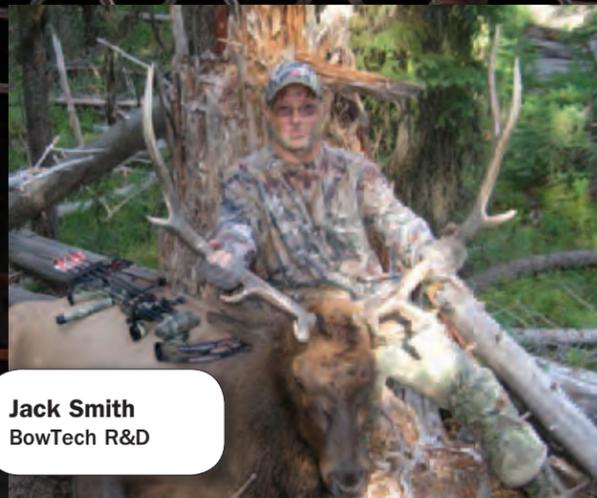


Shawn Harding
BowTech Pro Staff



Kim McCormick
Event Staff, Pro's
BowTech Pro Staff

TESTING



Jack Smith
BowTech R&D



Cody Robbins
Host - Live 2 Hunt



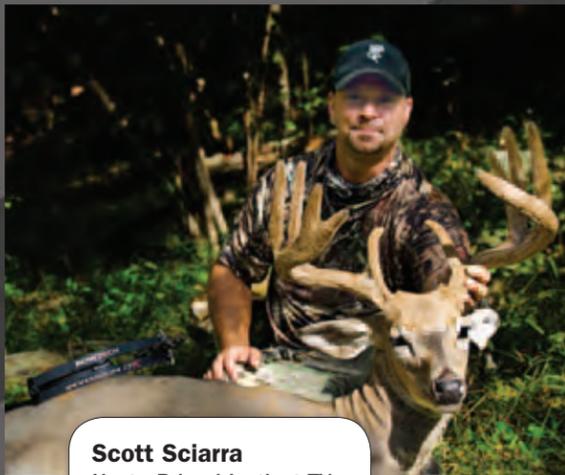
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Host - Western Extreme



Will Hastings



Zeke Pipher
Outdoor Writer



Mike Rossi
BowTech Pro Staff



THIS IS OUR LIFE, NOT JUST OUR JOB

It all starts with performance testing. Our bows are tested extensively using a host of technical devices to guarantee that our products outperform everything in the industry. Whether it's studying horizontal or vertical nock travel using our state of the art high speed camera system, measuring the noise level in our sound chamber, or verifying function in a climate controlled facility at -18 degrees Fahrenheit, we've invested in the resources needed to bring you the best.

Once we're satisfied with the functional performance of the bow, the designs endure the rigors of our durability testing. Unlike many of our competitors, we don't just "simulate" actual shooting or only test individual components and call it good. We've engineered and built six machines that do nothing but shoot the whole bow — over 10,000 times a day each. Every bow model logs hundreds of thousands of shots so we know, beyond a doubt, that the design is rugged. The results of our testing? We don't guess that our strings are the best; we KNOW that our strings are the best. We don't guess that our limbs will outlast the shooter, we KNOW that our limbs will outlast the shooter. We KNOW that our products will take whatever you can dish out and keep going.

Of course, none of this means anything if it doesn't translate to success in the field. At BowTech, we're like you. We get it. We live, eat, and sleep bow hunting. Long before you ever see our new products, we're using them in the field and on the range so we know without a doubt that the products we have the privilege of offering you are up to your standards — up to our standards.

LEGALESE

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PATENTS

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5,368,006	5,791,322	5,890,480
5,495,843	5,678,529	5,335,644
5,365,650	6,994,080	7,305,979
6,990,970 B1		