

PRIME

ARCHERY



2016
PRODUCT CATALOG



THE PRIME WAY

Prime Archery was founded on the belief that we could make a better bow. But our Prime engineers knew that it couldn't be done by using current industry standards. We wanted to make the greatest bows by taking a path the other companies seemed to avoid. Today, our parallel cams, stronger and stiffer risers, and flexing roller guards are not only amazing on their own, but when brought together—as in our Prime Performance Zone—make for a truly great shot experience. Thanks to our unique direction, we enjoyed our best year ever with more successful bow hunters, more podium appearances, and not one but two award-winning bows in our lineup. At Prime, we understand that accuracy comes from every part of the bow, and it takes a great team to make a great bow.

SETTING A HIGHER STANDARD

Prime has always been an industry leader in technology. Tolerances and quality standards are our number one priority. At Prime, we set the standards higher by putting every bow through rigorous testing to insure each shoots the same as the one made before it.

- RISER STRAIGHTNESS TESTING
- CENTER SHOT MEASUREMENTS
- EACH BOW IS CYCLED 100 TIMES
- PERFORMANCE TESTED BEFORE IT SHIPS
- BACKED BY THE BEST WARRANTY IN THE INDUSTRY

- **LIMITED LIFETIME WARRANTY**
- **LIFETIME REPLACEMENT OF STRINGS AND CABLES**
- **WARRANTY RUSH SERVICE**
- **100 CYCLE ASSURANCE PROGRAM**
- **SIX MONTH TUNE UP PROGRAM**



WHERE ACCURACY IS EVERYTHING





STRENGTH 82X
ALUMINUM

ALL NEW
82X
ALUMINUM

STIFFER IS BETTER

All bow risers flex. That's a fact. With more flex comes more vibration, noise, and inconsistency when fired. The amount a riser flexes depends on machining materials and engineering. The stronger a riser is designed, the less it will flex. Prime's risers were already the strongest in the industry, but the new 82X aluminum riser sets an even higher standard for strength. Made from the strongest aluminum alloy available and engineered with no movement, the 82X offers the most comfortable shot experience possible.

RILEY
Worrell
THE BOW SHOP

"As the owner of the Bow Shop, I see products in a light that most of my customers do not. This is why I choose Prime. There is no question about it. Their attention to detail and high quality products make my job faster and easier because they are so consistent from one bow to the next that tuning them becomes practically automatic."

PRIME



BALANCEPCT

PARALLEL CAM TECHNOLOGY

TM
BURNETT
SOLO HNTR

The name Solo Hunter speaks for itself. When you are trying to film yourself on a big game hunt, getting close to your target is a rare luxury, so I have to be prepared to take further shots than the average bowhunter. I shoot a Prime because the down range accuracy of these bows is equal to no other. Their dependability makes those further shots feel like close shots."

BALANCING IS NO LONGER AN ACT

Prime bows stand above the rest thanks to a patent pending Parallel Cam technology. The system is designed to balance the cams the best way possible by splitting the string and running the cables right down the middle. Other systems move the tension further away from the center, or only off to one side which lead to more cam lean. PCXL cams are designed to make tuning easier and to make you a more accurate archer by creating a consistent shot experience. Enjoy greater comfort with a very smooth draw cycle, adjustable 75% to 85% let off, and a solid back wall.



PRIME

CONTROL FLEXiS^{AR}

JASON MATZINGER

INTO HIGH COUNTRY

"I have an immense respect for the game I pursue and as a bowhunter, I owe it to that animal to be the most accurate I can possibly be. I think accuracy comes from practice and being confident in yourself as well as the products you are using. Prime bows are the most reliable and accurate I have ever used and I am confident in every shot I take with them."

TUNED TO YOUR LIKING

Rigid cable guards add unwanted torque to the riser because they are constantly applying tension from the cables when the bow is drawn and fired. This makes tuning and consistency difficult to achieve. The Flexis-AR found on all Prime bows not only relieves this tension by flexing in when the bow is drawn and out when the arrow is released, it allows the user to move the cables to where they tune best. Combining this with the roller guard helps make Prime bows one of the smoothest drawing bows on the market.



PRIME
ARCHERY



PRIME™ RIZE

**RHAN
NEILSEN**
IMPACT MARKETING

"As a sales rep, I have the privilege of meeting all types of archers. Every one I know that has shot this bow is amazed at its low vibration and perfect fit-in-the-hand feel."

PERFORMANCE

The all new Prime Rize is proof that without limitations, the shot experience a bow provides can only go up. The Prime Rize is above all others as the most technologically advanced and stiffest ever engineered. The 82X riser, the new standard in riser strength, with Prime's proven parallel PCXL cams and Flexis-AR system combine to make for the most stable and comfortable platform a shooter can find. The Prime Rize is the bow an archer can count on to stand up to any challenge in the field.

New Features:

- 82X aluminum riser
- Ultra-Smooth Limb Bolt Bezel
- Flexis FlexShock damper
- Sherpa-enabled accessory mounting system

COLOR OPTIONS
OPTIFADE ELEVATE II
OPTIFADE OPEN COUNTRY
REALTREE XTRA
BLACK (shown)

PRIME™ RIZE

IBO: 335
ATA: 33"

Brace Height: 6.75"
Mass Weight: 4.3 lbs.

Draw Length: 26"-30"
Draw Weight: 40, 50, 60, 65, 70 lbs.

82X
ALUMINUM

PRIME
ARCHERY



**STEVE
ECKLUND**
THE EDGE TV

"For me as a professional bow hunter and once a competitive shooter, it is all about consistency. Prime bows takes minutes to set up and they shoot consistent right from the start."

VOTED BEST... TWICE

The Prime Ion is a bow that will surprise you in all the right ways. Shoot one and see why the Prime Ion was voted the "Best of the Test" and the "Best of the Best" in Field & Stream. It is incredibly versatile for bow hunters in a ground blind, a tree stand, or a spot and stalk, and it has the accuracy to match. The Ion is also very comfortable thanks to the bow's light weight, ghost grip, and high let-off PCXL cam system.



COLOR OPTIONS

OPTIFADE ELEVATE II
OPTIFADE OPEN COUNTRY
REALTREE XTRA
BLACK (shown)

ICON

IBO: 330
ATA: 31"
Brace Height: 7.25"
Mass Weight: 3.9 lbs
Draw Length: 26"-30"
Draw Weight: 40, 50, 60, 65, 70 lbs



PRIME
ARCHERY



RIVAL



**MICHAEL
COLLINS**
PRIME SALES TEAM

There is no doubt having confidence in your equipment is key. Working at the factory, I am fortunate enough to see the effort put into our bows. Knowing the rigorous testing, tight tolerances, and effort that each and every employee puts into our bows takes that confidence to a whole new level."

PERFORMANCE

From a hunting bow to target bow and back again, the Prime Rival was designed to be the most accurate hunting bow available. Fortunately, it was designed so well that many competitive archers took notice and it became their bow of choice in the tournament archery season. This may have been what helped the Prime Rival win the "Best in Show" award from Field & Stream at the 2015 ATA Show. The bow has a great deal of speed at 340fps [IBO], so it'll have plenty of knock down power for bow hunting or a very flat trajectory for a competitive setup. The PCXL cams, Flexis-AR, and Ghost Grip work together to help make the Prime Rival a very accurate and comfortable bow.

PRIME
ARCHERY

COLOR OPTIONS

OPTIFADE ELEVATE II
OPTIFADE OPEN COUNTRY
REALTREE XTRA
BLACK (shown)

ALSO AVAILABLE IN TARGET COLORS

FROST WHITE
RED HOT
ICE BLUE
PURPLE JAM

RIVAL

IBO: 340

ATA: 35"

Brace Height: 6.25"

Mass Weight: 4.35 lbs.

Draw Length: 26"-30"

Draw Weight: 40, 50, 60, 65, 70 lbs.

ALSO AVAILABLE IN:
30.5" & 31" draw lengths
at 7.27" brace height

**FIELD &
STREAM**

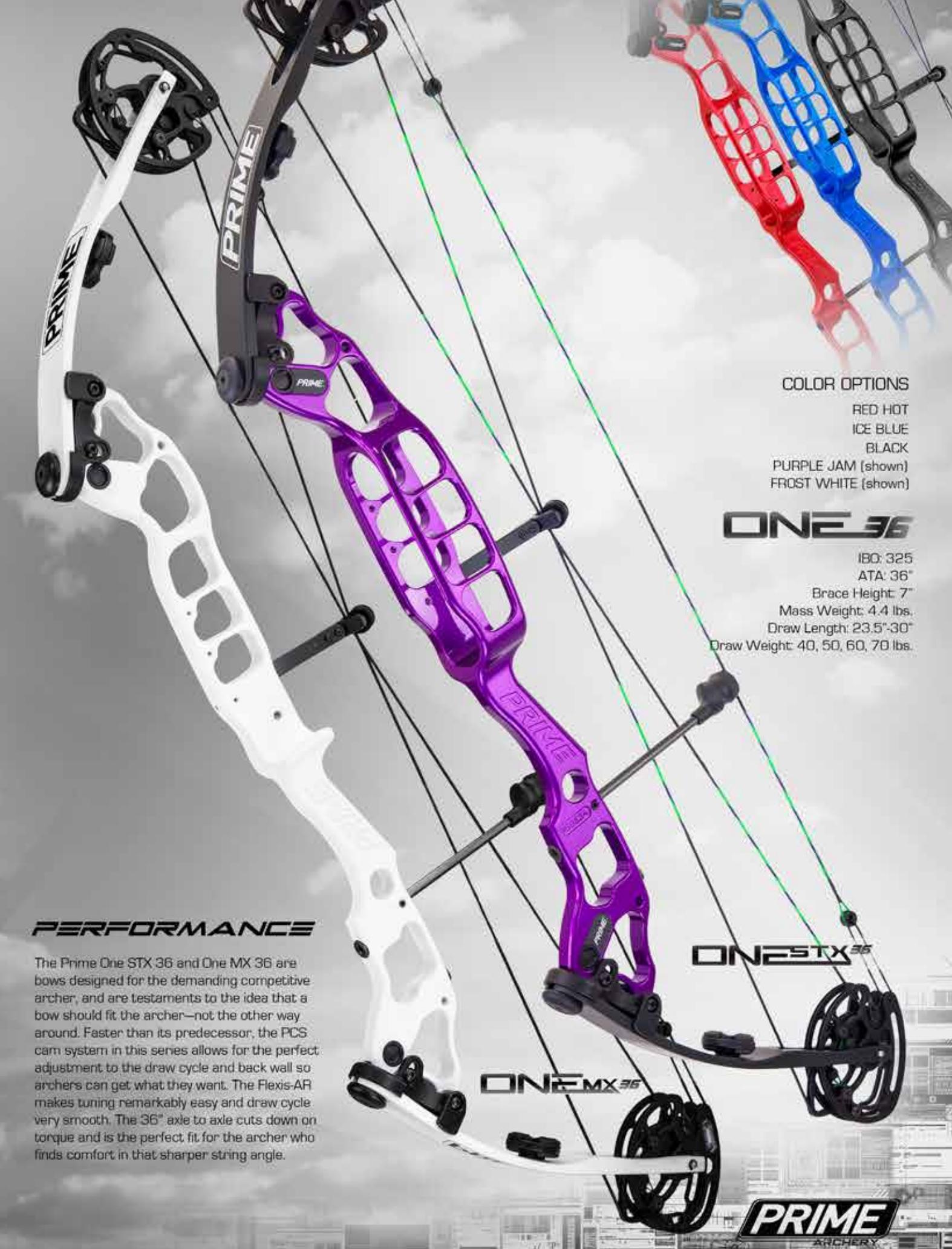
ATA BEST IN SHOW 2015

ONE 36 SERIES



PAUL TEOFORO
PROFESSIONAL SHOOTER

"With so many formats of competitive archery, it is hard to find a bow that works for them all. This is because of my demands as a professional archer. For my indoor setup, I use the STX 39, but for my outdoor set up, where weather becomes a factor, I love the STX 36. It's easy to find a Prime bow that fits my needs so I can compete at my best!"



PERFORMANCE

The Prime One STX 36 and One MX 36 are bows designed for the demanding competitive archer, and are testaments to the idea that a bow should fit the archer—not the other way around. Faster than its predecessor, the PCS cam system in this series allows for the perfect adjustment to the draw cycle and back wall so archers can get what they want. The Flexis-AR makes tuning remarkably easy and draw cycle very smooth. The 36° axle to axle cuts down on torque and is the perfect fit for the archer who finds comfort in that sharper string angle.

PRIME
ARCHERY



ONE

SERIES
39

DAVE COUSINS
PROFESSIONAL SHOOTER

"There is no doubt the Prime One STX 39 is the most accurate bow I have ever been able to use. The PCS cam systems offer truly infinite adjustability and that is so important in today's competitive archery circuit because every archer is looking for something different. This guarantees that no matter what you like in your shot sequence, a Prime can make it possible, which only helps your accuracy."

PERFORMANCE

The Prime One series set the bar for competitive archery with the amount of adjustment these bows offer. The STX and MX both utilize Prime's PCS cam systems and offer a wide range of draw cycles and stops for any archer's preference, far more than the competition. The longer axle to axle and rigid, balanced risers makes each very stable and accurate. The adjustable Flexis-AR helps tune the bow and smooth out the draw cycle. With all this adjustability, an archer can be sure to have the best shot experience possible. It's no wonder the Prime One series are the most accurate bows available.

COLOR OPTIONS
PURPLE JAM
ICE BLUE
FROST WHITE
RED HOT (shown)
BLACK (shown)

ONE 39

IBO: 323

ATA: 39"

Brace Height: 7"

Mass Weight: 4.6 lbs.

Draw Length: 24.5"-31"

Draw Weight: 40, 50, 60, 70 lbs.

ONE STX 39

ONE MX 39

PRIME
ARCHERY

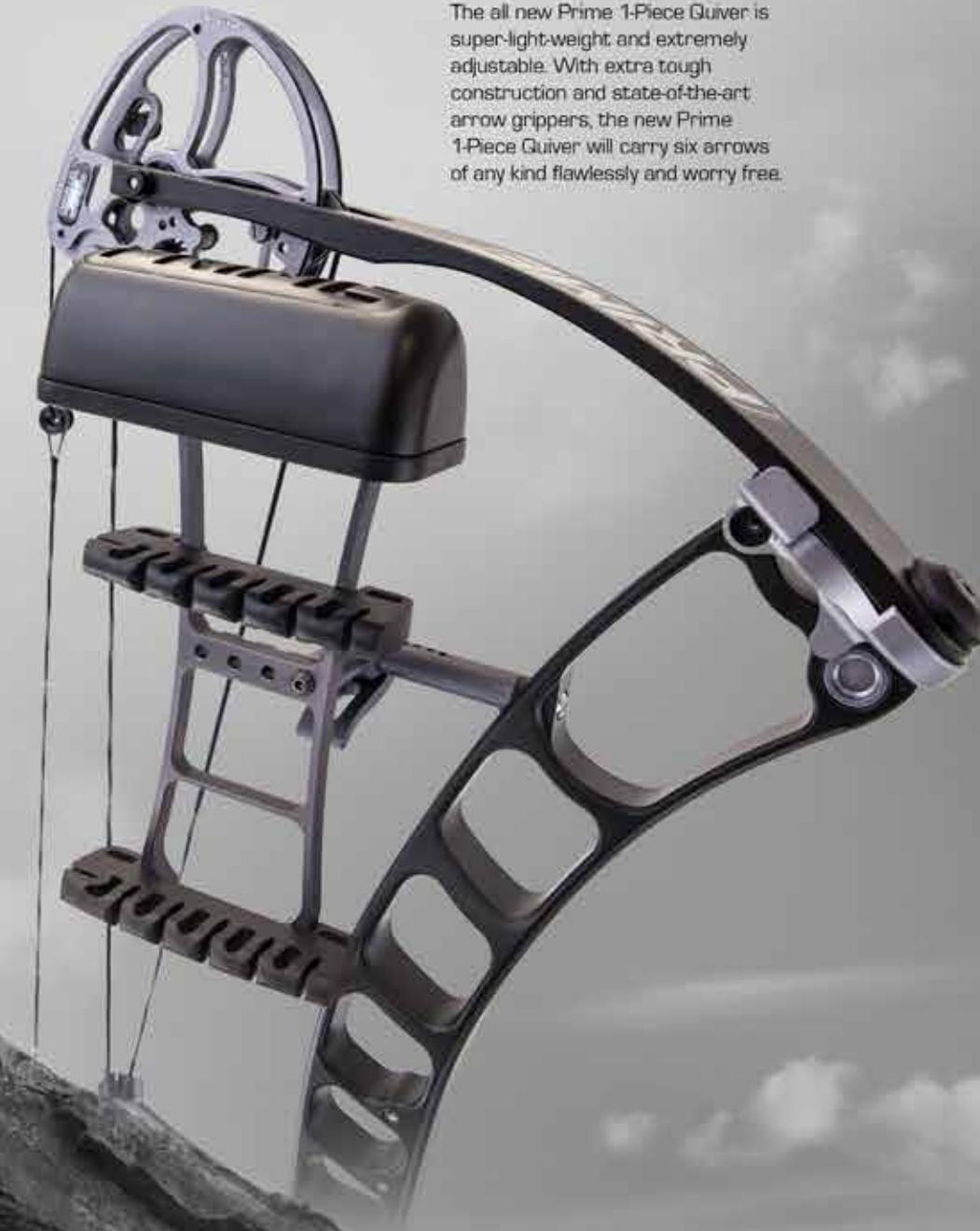
ALL NEW

PRIME QUIVER



REMI WARREN
SOLO HUNTER

My livelihood is based on performance. As a professional hunter and guide, I put in the work and hunt hard to operate at my peak daily. It's that simple. I need the same level of performance from my bow. That is why I shoot Prime. I cannot afford to lose any performance."



PRIME

1-PIECE QUIVER
6 ARROW

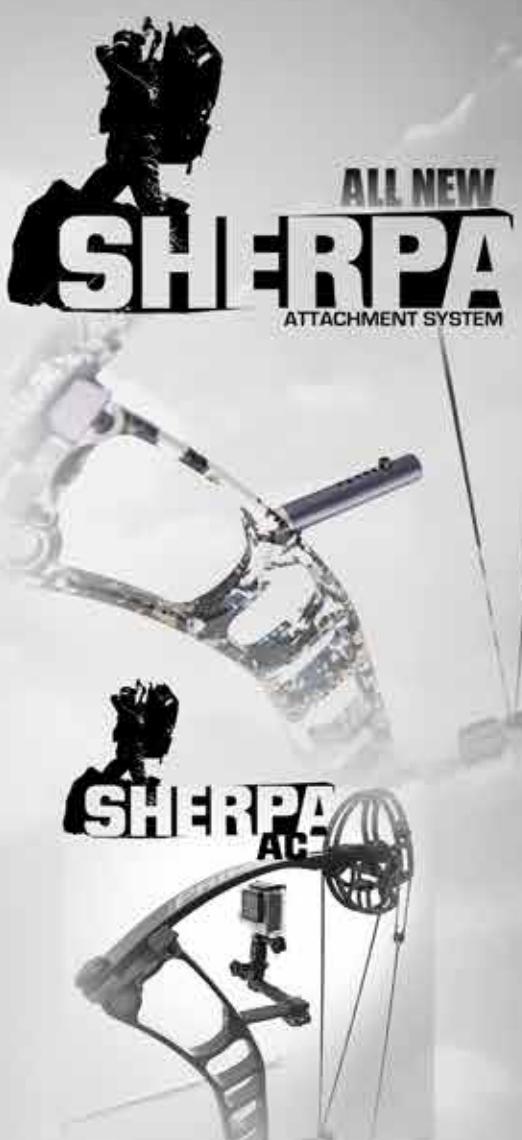
The all new Prime 1-Piece Quiver is super-light-weight and extremely adjustable. With extra tough construction and state-of-the-art arrow grippers, the new Prime 1-Piece Quiver will carry six arrows of any kind flawlessly and worry free.



PRIME

2-PIECE QUIVER
6 ARROW

The all new Prime 2-Piece Quiver has all the same amenities as the 1-Piece including the quick attachment Sherpa connection, a rare find for two-piece quivers.



SHERPA

ALL NEW
SHERPA
ATTACHMENT SYSTEM



SHERPA

PRIME

The Sherpa Retro is made to retrofit all Prime bows or any other bow with a triangular quiver stand-off hole. If your bow is not Sherpa-enabled, this connector will make it so.

PREMIUM
ACCESSORIES

PRIME
BOW SLING

The Prime Bow Sling is the easiest way to tote your bow around in the woods. With an adjustable padded strap, tough and flexible neoprene casing, and reinforced cam pockets, this sling will turn some heads.



PRIME
HUNTER'S BOW CASE

The Prime Hunter's Bow Case will give you all the storage you need and then some. With tough zippers and padded corners, this case will last a long time.



PRIME
TARGET BOW CASE

The Prime Target Bow Case will accommodate larger axle to axle bows, and features extra storage for long stabilizers, tools, and more arrows.

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PRIME ARCHERY

PRESENTS

TOTAL ARCHERY CHALLENGE

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MTN OPS

BEST SHOOT EVER!

STEVE ECKLUND Edge TV

DAVE COUSINS Pro Shooter

TIM BURNETT Solo Hunter

THE GREATEST ARCHERY EXPERIENCE EVER!

If you're serious about archery, you find time and places to shoot year round. Still, bow hunting's long off-season can drag on forever, and shooting in the back yard or watching hunting videos can only take you so far. But there is a great way to be sharp, accurate, and confident when opening day finally does roll around: a 3D archery shoot. 3D archery shoots are also great fun.

- 100+ targets
- Multiple courses
- Novelty shot
- 3d pop-up course
- Lots of vendors
- Adult and kid bow rentals

San Antonio, Texas

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THESE PRODUCTS ARE COVERED BY ONE OR
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7,597,095 7,708,659 7,927,240 7,931,550
7,993,224 8,109,261 8,281,774 8,365,713
8,371,283 8,372,478 8,424,511 8,449,415
8,449,416 8,544,456 8,651,097 8,671,925
8,778,461 8,784,628 8,839,772