



**PRIME**

**2012  
PRODUCT  
CATALOG**

# THINK ACCURACY

Last year, Prime exploded onto the scene with our patent-pending revolutionary Parallel Cam™ technology. Prior to this, the industry had paid little attention to the problems of cam lean and horizontal nock travel. We developed a solution. For 2012, we set out to take what is already the strongest riser in the industry up another notch. Using advanced engineering analysis software, we not only accomplished a significantly stiffer riser, but we also reduced the weight, creating a lighter yet stronger line of bows.

Over the past year, we recognized several areas that we needed to improve in order to manage our growth going forward. We have made significant advancements and expanded our capabilities on three main fronts: increased speed of product development, increased production capacity, and purchased an additional facility. All three areas are critical in the growth of our company in order to meet the needs of our customers.

In addition to new technology and advancements in growth, we have developed an industry-leading warranty and service program to compliment our industry-leading technology. This Shield Service Program compliments an industry-leading bow by providing protection and customer service that goes above and beyond other manufacturers' programs.

**Spend some time this year shooting the Centroid LR or Shift LR at your local Prime dealer. You will experience the most forgiving and accurate bow on the market!**



*Robbie*     *Tommy*     *Matt*



**PRIME**

G5PRIME.COM

# THINK QUALITY

## C2 LAMINATED LIMBS

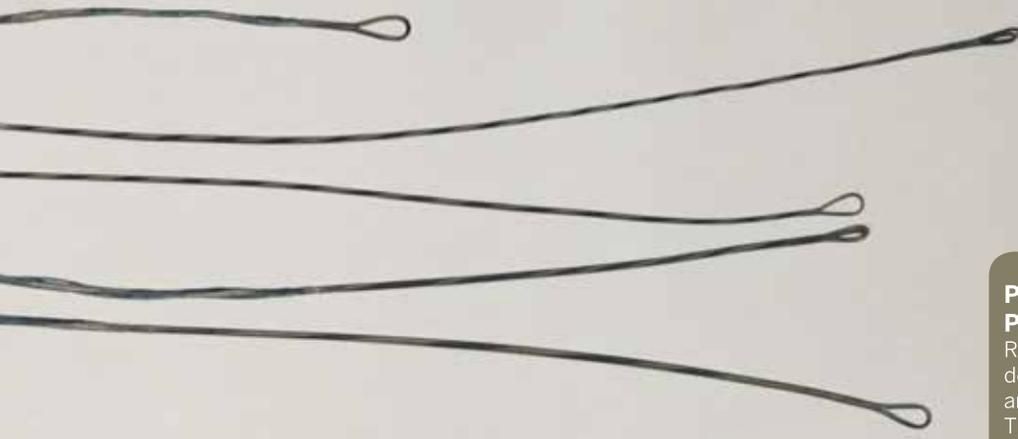
High performance, torque resistant cross weft design. It's like building a foundation on solid rock instead of shifting sand.



## GORE™ FIBERS

Our proprietary string material is a high performance blend of Gore™ Performance Fibers and BCY™ 452X.

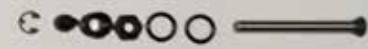




**PATENT-PENDING  
PARALLEL CAM™ SYSTEM**

Reduces cam lean while also decreasing shooter torque and side-to-side cam movement. This results in improved accuracy and tighter groups.

**PARALLEL**



**PATENT-PENDING Ti-GLIDE**

Titanium cable guard reduces cam torque by allowing the cables to flex inward during the shot but clearing out of the way once the arrow is released.

**Ti-GLIDE**



**FORGED 7000 SERIES  
ALUMINUM RISER**

Riser stiffness increases overall accuracy and reduces noise and shock. Our riser is the strongest in the industry and can hold a mid-sized truck without sweating.

**7000  
SERIES**



# 100 CYCLE ASSURANCE

Prime seeks to deliver the highest level of quality assurance in the bow industry. Every Prime bow is fully assembled and tuned. G5 then takes the extra effort to cycle every bow 100 times on an automated cycling machine and then super tunes the bow again. This process ensures that strings are properly stretched and limbs and limb pockets have properly settled - eliminating the need to tune your bow again after your first 100 shots.

# FIRST OF ITS KIND FORGED 7000 SERIES ALUMINUM RISER

An industry first and provides Prime shooters with a more forgiving and more accurate shot.

# THINK SYMMETRY

The new 2012 lighter and stronger forged 7000 series aluminum riser provides Centroid LR shooters with extreme forgiveness at any distance. The Centroid LR has an extremely smooth draw cycle and solid back wall. The extreme forgiveness and amazing feel makes this bow a great choice for target shooters or hunters.

PATENT-PENDING  
PARALLEL CAM™ SYSTEM



FORGED 7000 SERIES  
ALUMINUM RISER

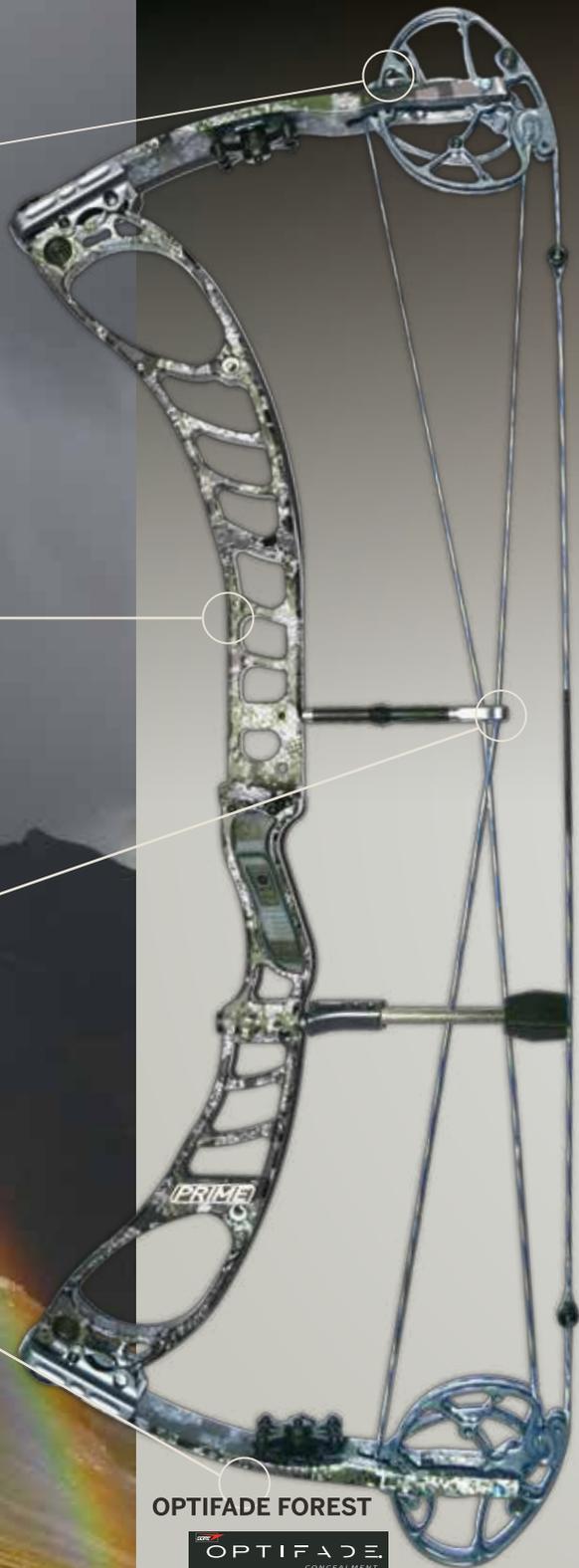


PATENT-PENDING TI-GLIDE



C2 LAMINATED LIMBS





OPTIFADE FOREST



**SPECS:**

Speed: 332 FPS  
Weight: 4.0 lbs  
Brace Height: 7"  
Axle to Axle: 34.25"  
Draw Length: 27" to 31"  
(AVAILABLE IN 1/2 IN INCREMENTS)  
LBS: 50, 60, 70

**Available Finish Options:**

REALTREE AP, OPTIFADE FOREST, OPTIFADE OPEN, JET BLACK, ANODIZED ICE BLUE



OPTIFADE OPEN



REALTREE AP



JET BLACK



ANODIZED ICE BLUE

# CENTROID LR

# THINK INDIVIDUALLY

The new 2012 Shift LR features our 7000 series aluminum riser that gives the bow a compact and light feel for all hunting situations. The Shift's beyond-parallel limbs and long riser gives you the stability and shootability of a longer axle-to-axle bow in a compact 30" design. The patent-pending Parallel Cams™ and Ti-Glide flexing cable system makes this bow a perfect setup for this hunting season.

PATENT-PENDING  
PARALLEL CAM™ SYSTEM



FORGED 7000 SERIES  
ALUMINUM RISER



PATENT-PENDING TI-GLIDE



C2 LAMINATED LIMBS





OPTIFADE FOREST



**SPECS:**

Speed: 332 FPS  
Weight: 3.7 lbs  
Brace Height: 7"  
Axle to Axle: 30"  
Draw Length: 26" to 30"  
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**Available Finish Options:**

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OPTIFADE OPEN



REALTREE AP



JET BLACK

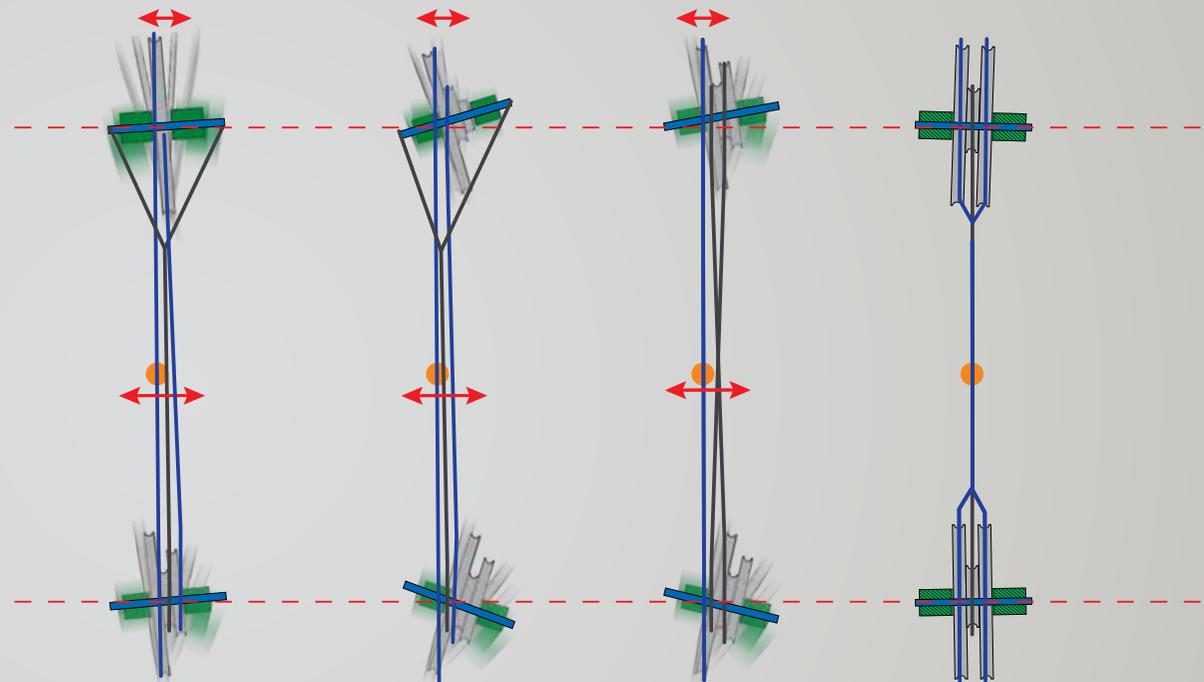
# SHIFT LR

# THINK TECHNOLOGY

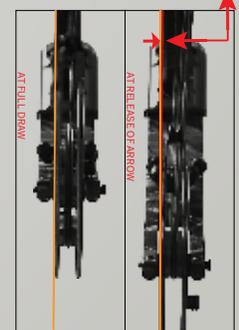
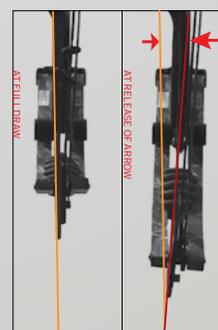
**PROBLEM:**  
SIDE-TO-SIDE  
CAM MOVEMENT  
OR CAM LEAN  
ROBS YOUR BOW  
OF ACCURACY  
**SOLUTION:**  
PRIME'S  
PARALLEL CAM™

Prime's Parallel Cam™ Technology reduces the total cam movement by at least seven times that of our nearest competitor's cam technology. This means the horizontal nock travel of a Parallel Cam™ system is at least seven times straighter, more consistent, and thus more accurate than any other cam system.

Each bow had the same draw weight, draw length, and was paper tuned utilizing the same singular arrow, then shot from a Hooter Shooter shooting machine. The images were captured dynamically at 3000 FPS using state-of-the-art high speed cameras. The image on the left shows the cam at full draw, while the image on the right shows the cam right at the point the arrow leaves the string. We then used the camera's analysis software to measure the true angular movement of the cam from the "At Full Draw" frame to the "At Release of Arrow" frame. We measured each cam twice and averaged the results.



**SINGLE CAM** 2.8°    **CAM AND A HALF** 7.9°    **BINARY CAM** 3.4°    **PARALLEL CAM** 0.4°



**MORE CAM LEAN = MORE HORIZONTAL NOCK TRAVEL = POOR ACCURACY**



# SHIELD SERVICE PROGRAM

Prime developed one of the most advanced bows in today's archery industry and along with your new purchase comes the most advanced warranty plan in the industry. The Prime Shield Service Program gives new Prime owners the comfort of knowing their bow manufacturer is there to back them up at all times. We believed the typical lifetime warranty on bows was not enough so we took it a step further. The Prime Shield Service Program contains five key elements to give customers total confidence and protect them in their new purchase.

- 1 Limited Lifetime Warranty:** Your Prime bow is covered from any manufacturer defects on the riser, limbs, cams, and Ti-Glide cable guard system for the life of the bow to the original owner.
- 2 Lifetime Replacement of Strings and Cables:** Industry first, Prime owners are eligible for a free set of strings and cables every two years for the life of the bow to the original owner.
- 3 Warranty Rush Service:** All warranty parts are to be shipped out within 48 hours and receive free priority shipping.
- 4 100 Cycle Assurance Program:** First of its kind, we cycle every Prime bow 100 times so strings are stretched and settled so there is no retuning after you get the bow.
- 5 Six Month Tune Up Program:** To ensure you're ready for the field, receive a free tune up at your local Prime dealer within six months of the purchase of your bow.

Customers must register their Prime bow online or by sending their warranty card to Prime. Also visit [www.G5Prime.com](http://www.G5Prime.com) for further details.



## CENTROID LR

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**IF YOU THINK YOU SHOOT WELL NOW,  
WAIT UNTIL YOU SHOOT A PRIME BOW.**

**PRIME**

by 

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