



**PRIME**™

2013 PRODUCT CATALOG



Prime's goal is to engineer the most accurate bows on the planet. This year, we improved the foundation for accuracy by taking our 7000 series aluminum riser, which was already the strongest on the market, and making it stronger. We built a wider Parallel Cam and engineered wider limbs to further reduce horizontal nock travel and cam lean. These improvements will result in more efficient and accurate bows for all types of archers.

In addition to the Centroid and Shift, Prime is introducing three new bows to the line this year.

The all-new Impact and Defy both feature our new high-performance ultra fit grip, our new PCX Parallel Cam System, and wider limbs to offer an even more stable shooting platform that will benefit hunters and target shooters alike. They both also offer very generous speeds while maintaining an extremely smooth draw. Prime has also engineered One, a bow designed specifically to give target shooters a bow that features the forgiving axle to axle length and generous brace height they want, but with the stability and accuracy that only Prime's Parallel Cam System can offer.

Since we launched Prime, we have been thrilled with the number of people who have given us feedback on how they've never before shot better. From shooting their best groups to the occasional robin hood, it gives us great pride that we are on track to building the most accurate bows on the planet. We promise to continue to focus our efforts on that goal. We are excited about our 2013 line up and want to thank our customers for their business.

Lou, Nate, and Matt Grace

*Lou Grace*   *Nate Grace*   *Matt Grace*



**PRIME**™

# DEFINING ACCURACY

## NEW 2013 TECHNOLOGIES

### ULTRA FIT GRIP

The high-performance rubber molded grip provides extra comfort and a consistent grip for all archers. It can be removed for archers demanding a thinner grip.



### 8190 BCY STRINGS

One of the toughest and most efficient bowstrings available. This BCY material is stronger, more reliable, and faster.



### EXTRA WIDE LIMBS

The new extra-wide limbs create a solid and stable platform to increase accuracy and shootability. The increased width also enhances limb strength and reliability in the field and on the range.



### FORGED-MACHINED 7000 RISERS

We start with a solid 7000 series forged riser, creating the strongest platform available. Then we CNC machine to produce a precise riser that has minimal torque and flex to enhance accuracy and shootability.



### I-GLIDE FLEX

The new and improved cable guard features a high-tensile spring steel that produces a more consistent and reliable system. It reduces cam movement by allowing cables to flex inward during the shot but clearing out of the way once the arrow is released.



TM



PARALLEL CAM **V.S.**  
ALL OTHER CAMS



2 STRING TRACKS



1 STRING TRACK



# PARALLEL CAM TECHNOLOGY

Prime has proven itself as an industry leader in technology and innovation. Prime's success has come from dedication in identifying problems other bow manufacturers have failed to address. This has led to the introduction of a completely new concept in cam technology, the Parallel Cam System. In developing our patent-pending Parallel Cam Technology, we worked to solve one of the most nagging issues related to accuracy: cam lean. By splitting the string and creating two tracks, we balanced the cam; something no other bow manufacturer has done. Imagine trying to balance on one leg instead of two. That's what our competitors are doing. Parallel Cam is like standing on two legs. It's more stable, making it more accurate. Prime's Parallel Cam gives you consistent accuracy at the moment of truth.





# IMPACT™

AXLE TO AXLE: 35"  
 BRACE HEIGHT: 6.25"  
 IBO SPEED: 340 FPS  
 DRAW LENGTH: 26" - 30"  
 POUNDS: 50, 60, 70  
 WEIGHT: 4.5 LBS



# DEFY™

AXLE TO AXLE: 31"  
 BRACE HEIGHT: 7.25"  
 IBO SPEED: 330 FPS  
 DRAW LENGTH: 26" - 30"  
 POUNDS: 50, 60, 70  
 WEIGHT: 4.1 LBS



# 2013 PRIME BOW LINE



AXLE TO AXLE: 39.25"  
BRACE HEIGHT: 7.5"  
IBO SPEED: 310 FPS  
DRAW LENGTH: 27.5" - 31.5"  
POUNDS: 50, 60, 70  
WEIGHT: 4.6 LBS



AXLE TO AXLE: 34.25"  
BRACE HEIGHT: 7"  
IBO SPEED: 332 FPS  
DRAW LENGTH: 27"-31"  
POUNDS: 50, 60, 70  
WEIGHT: 4.0 LBS



AXLE TO AXLE: 30"  
BRACE HEIGHT: 7"  
IBO SPEED: 332 FPS  
DRAW LENGTH: 26"-30"  
POUNDS: 50, 60, 70  
WEIGHT: 3.7 LBS



## ***MAKE AN IMPACT THIS SEASON***

THE ALL-NEW IMPACT BY PRIME HAS COMBINED ACCURACY WITH SPEED TO GIVE HUNTERS AND SHOOTERS THE ULTIMATE BOW TO TAKE OUT THIS SEASON. WHETHER IT IS HUNTERS LOOKING FOR MORE ENERGY OR SHOOTERS LOOKING FOR A FLATTER SHOOTING SETUP, THE IMPACT WILL TURN HEADS.

THE IMPACT FEATURES THE ALL-NEW PCX CAM AND A FORGED 7000 SERIES RISER TO PROVIDE A STABLE SHOOTING PLATFORM. ALONG WITH THE NEW ULTRA FIT GRIP, THE IMPACT WILL PROVIDE HUNTERS AND SHOOTERS MAXIMUM VERSATILITY THIS UPCOMING SEASON.

**PRIME**™





# IMPACT™



## FEATURES

NEW PCX CAM  
FORGED 7000 RISER  
I-GLIDE FLEX  
NEW ULTRA FIT GRIP  
DURAFUSE FINISH

## SPECIFICATIONS

AXLE TO AXLE: 35"  
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IBO SPEED: 340 FPS  
DRAW LENGTH: 26" - 30"  
POUNDS: 50, 60, 70  
WEIGHT: 4.5 LBS

### FINISH OPTION



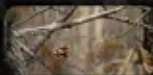
ICE BLUE



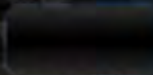
ICE RED



BRONZE



REAL TREE AP



JET BLACK



OPTIFADE OPEN



OPTIFADE FOREST

# IMPACT™

## *DEFY ALL ODDS*

HARDCORE HUNTERS LOOK FOR A BOW THAT PROVIDES ULTIMATE FLEXIBILITY IN ALL ENVIRONMENTS. THE DEFY BEATS ALL THE ODDS THAT YOUR TAG WILL NOT GO UNUSED THIS SEASON. WITH THE SHORT 31" AXLE TO AXLE LENGTH, THE DEFY WILL WORK IN ALL HUNTING SITUATIONS WHILE STILL PROVIDING THE BALANCE OF A LONGER AXLE TO AXLE BOW. FEATURING THE NEW PCX CAMS, HUNTERS WILL BE ABLE TO EXTEND THEIR RANGE THIS HUNTING SEASON.

**PRIME**™



# DEFY™

PARALLEL™



## FEATURES

NEW PCX CAM  
FORGED 7000 RISER  
I-GLIDE FLEX  
NEW ULTRA FIT GRIP  
DURAFUSE FINISH

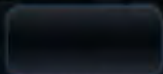
## SPECIFICATIONS

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DRAW LENGTH: 26" - 30"  
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WEIGHT: 4.1 LBS

## FINISH OPTIONS



REAL TREE AP



JET BLACK



OPTIFADE OPEN



OPTIFADE FOREST

# DEFY™

## **ACCURACY IS NON NEGOTIABLE**

PRIME DEVELOPED ONE OF THE MOST ACCURATE CAM SYSTEMS ON THE MARKET. NOW PRIME HAS INTRODUCED A NEW BREED OF PARALLEL CAM DESIGNED FOR THE TARGET WORLD. COMBINING SPEED, A SMOOTH DRAW, AND MORE FORGIVENESS, OUR PCT CAM TAKES ACCURACY TO THE NEXT LEVEL. ADDING A BALANCED 7000 SERIES RISER, GENEROUS BRACE HEIGHT, AND OPTIMUM AXLE TO AXLE LENGTH, THE ONE IS BUILT FOR SHOOTERS LOOKING FOR THE ADVANTAGE.



**PRIME**

TM

# ONE™

PARALLEL™

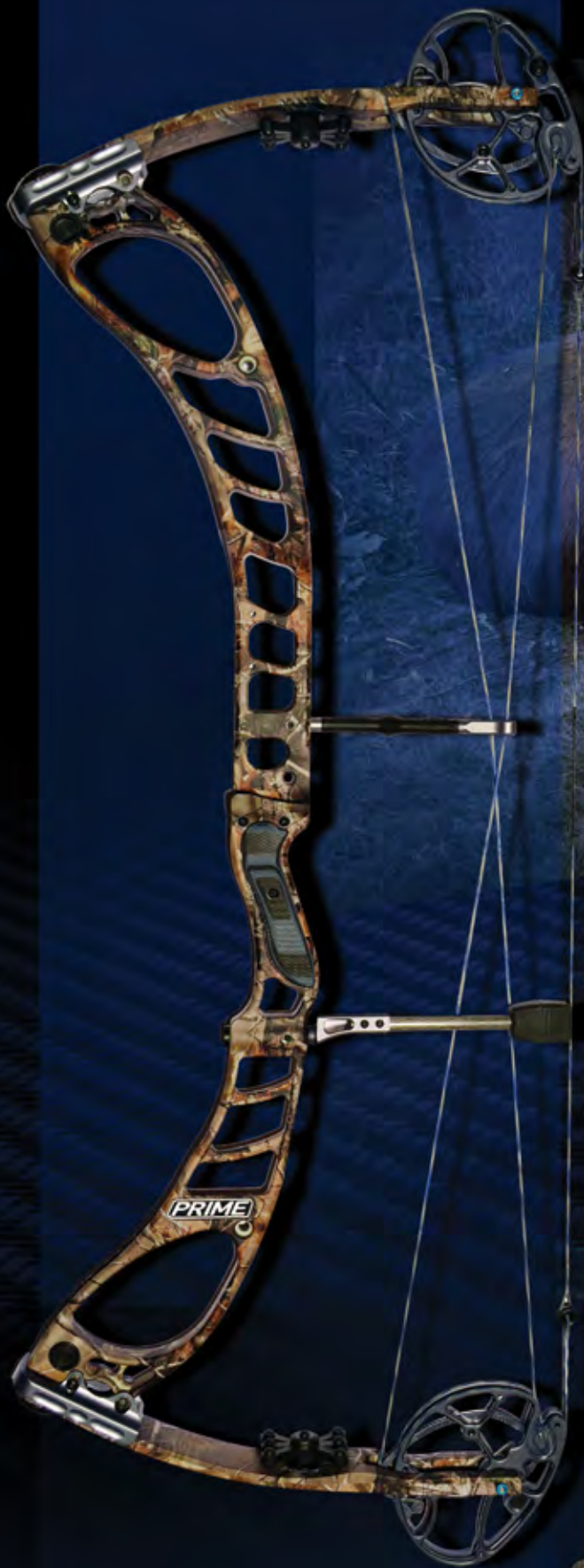
## FEATURES    SPECIFICATIONS

7000 SERIES RISER	AXLE TO AXLE: 39.25"
NEW PCT CAM	BRACE HEIGHT: 7.5"
I-GLIDE FLEX	IBO SPEED: 310 FPS
DURAFUSE FINISH	DRAW LENGTH: 27.5" - 31.5"
	POUNDS: 50, 60, 70
	WEIGHT: 4.6 LBS

## FINISH OPTIONS



# ONE™



# CENTROID™ LR

## FEATURES

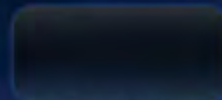
FORGED 7000 SERIES RISER  
PARALLEL CAM TECHNOLOGY  
TI-GLIDE  
DURAFUSE FINISH

## SPECIFICATIONS

AXLE TO AXLE: 34.25"  
BRACE HEIGHT: 7"  
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DRAW LENGTH: 27"-31"  
POUNDS: 50, 60, 70  
WEIGHT: 4.0 LBS



REAL TREE AP



JET BLACK





# SHIFT™ LR

## SPECIFICATIONS

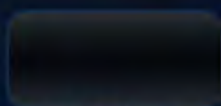
- AXLE TO AXLE: 30"
- BRACE HEIGHT: 7"
- IBO SPEED: 332 FPS
- DRAW LENGTH: 26" - 30"
- POUNDS: 50, 60, 70
- WEIGHT: 3.7 LBS

## FEATURES

- FORGED 7000 SERIES RISER
- PARALLEL CAM TECHNOLOGY
- TI-GLIDE
- DURAFUSE FINISH



REAL-TREE AP



JET BLACK

# THE MOST ADVANCED BOW MEETS THE MOST ADVANCED WARRANTY

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.

## 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.

## LIFETIME REPLACEMENT OF STRINGS AND CABLES

AN 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.

## WARRANTY RUSH SERVICE

ALL WARRANTY PARTS ARE TO BE SHIPPED OUT WITHIN 48 HOURS AND RECEIVE FREE PRIORITY SHIPPING.

## 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.

## 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.

ONLY PRIME BOWS PURCHASED THROUGH AN AUTHORIZED DEALER ARE ELIGIBLE FOR THIS PROGRAM. PRIME BOWS PURCHASED ONLINE ARE NOT ELIGIBLE.





**ACCESSORIZE YOUR PRIME WITH**



**HEAD-LOC™ QUIVERS**

**MAG-LOC™ QUIVERS**



**OPTIX ROCK SIGHTS™**



**OPTIX XR2 AND XR SIGHTS™**

**PRIME™**





PRIME



**PRIME**™



ACCURACY IS EVERYTHING™

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THESE PRODUCTS ARE COVERED BY ONE OR MORE OF THE FOLLOWING PATENTS  
ADDITIONAL PATENTS PENDING.

6,290,903 6,595,881 RE40,273 6,817,269 6,935,976, 6,997,827  
7,013,772 7,234,220 7,278,216 7,314,419 7,543,389  
7,597,095 7,708,659 7,927,240 7,931,550 7,993,224 8,109,261  
8,281,774