

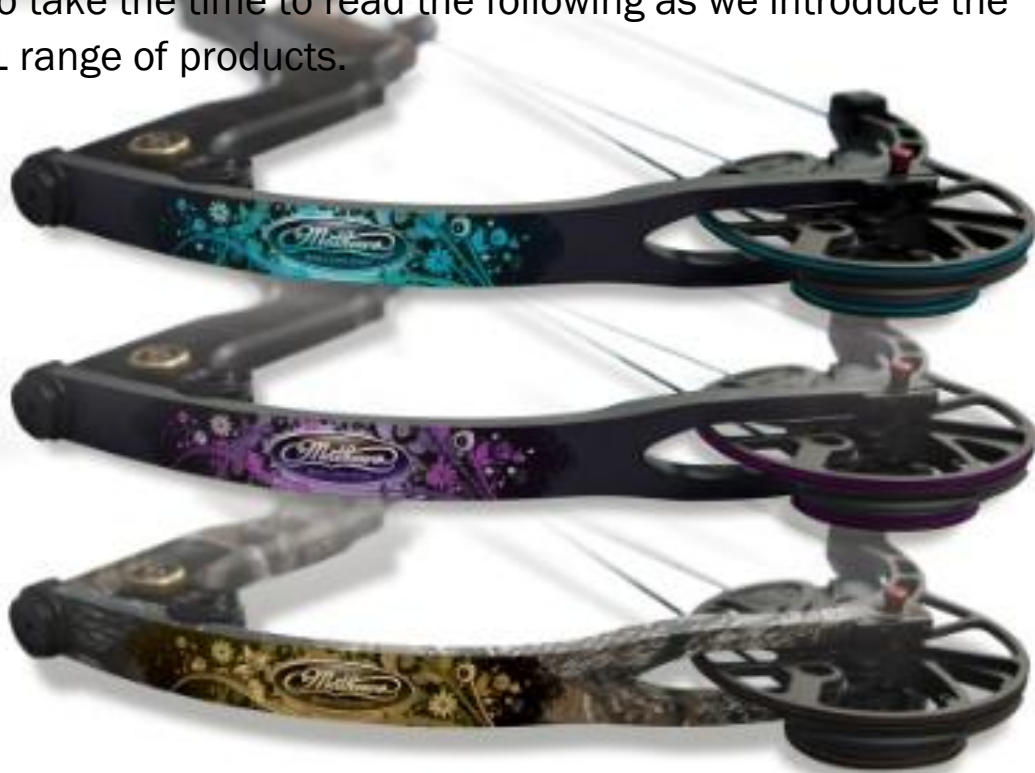


Catch us if you can!®



# INTRODUCING MATHEWS & MISSION 2011

Firstly a big thank you for your support in a hugely successful 2010 for Mathews in the UK and indeed all over the world. We would like you to take the time to read the following as we introduce the 2011 range of products.



## Conquest Series (the “winningest” bows in history)

### Triumph

Since 1997 the Mathews Conquest has won more prize money than any other bow in archery! The accuracy and consistency that the Conquest has given over the last decade plus, is a testimony to single cam dominance and Mathews unparalleled quest for excellence. Continuing in this heritage of excellence is the new Conquest Triumph. With features such as Grid Lock Riser, Dual Harmonic Stabilizers and brand new Triumph Solocam, this bow is a Triumph in engineering and a Triumph in accuracy. Find your way to the podium with the new Mathews Triumph.

<b>Brace Height</b>	<b>7</b>
<b>Axle-2-Axle</b>	<b>39</b>
<b>Draw Lengths</b>	<b>26-32</b>
<b>Weight</b>	<b>40-70</b>
<b>IBO Speed</b>	<b>325</b>
<b>Let off</b>	<b>65&amp;80</b>

### Apex 7

It's back by popular demand!!! The Conquest Apex 7 is extremely smooth, fast, and has proven itself on the tournament circuit for years and once again is turning heads with its accuracy and performance! Featuring Perimeter Weighted Apex 7 Cam™, V-Lock® Limb Cup System, Parallel Limb Design, Integral® Grip and a Double Damper Roller Guard, the Conquest Apex 7 is your ticket to the podium.

<b>Brace Height</b>	<b>7</b>
<b>Axle-2-Axle</b>	<b>38</b>
<b>Draw Lengths</b>	<b>23-29.5</b>
<b>Weight</b>	<b>40-70</b>
<b>IBO Speed</b>	<b>320</b>
<b>Let off</b>	<b>65</b>

### Apex 8

An Ideal Indoor bow used by Liam Grimwood to win the 2010 British national Indoor Champs in a nail biting single arrow shoot off, Liam's Apex 8 Guided his arrow straight onto the X even in high pressure situations this bow is still “on the Money”. With the Integral® Grip and unique Apex deflex riser, the Conquest Apex 8 is one stable shooting machine! Perimeter weighted Apex Cam®, V-Lock® Limb Cup System, Triple Damper

Roller Guard, Harmonic Damping System® and Parallel Limb Design make the crowd-pleasing Conquest Apex 8 complete.

<b>Brace Height</b>	<b>8</b>
<b>Axle-2-Axle</b>	<b>42 1/4</b>
<b>Draw Lengths</b>	<b>25-32</b>
<b>Weight</b>	<b>40-70</b>
<b>IBO Speed</b>	<b>310</b>
<b>Let off</b>	<b>65</b>

## **Prestige**

The Conquest Prestige is an ultra-high-performance bow for mid-draw length shooters! Used by Jordon Mitchell to win the British National Junior Indoor Champs 2010. With unparalleled performance and pulse-pounding speed The Prestige will deliver under pressure. The Prestige is loaded with Mathews high-performance features including; Perimeter Weighted Prestige Cam®, String Suppressors®, Harmonic Damping System®, Parallel Limb Design, V-Lock® Limb Cup System and Integral® Grip.

<b>Brace Height</b>	<b>6</b>
<b>Axle-2-Axle</b>	<b>35</b>
<b>Draw Lengths</b>	<b>22-29</b>
<b>Weight</b>	<b>40-70</b>
<b>IBO Speed</b>	<b>322</b>
<b>Let off</b>	<b>65</b>

## **Conquest 4**

Winning....The result of combining skill, inspiration, dedication and the best technology. Introducing the Conquest 4!!!

The new Mathews Conquest 4 is the latest in a long line of Conquest models which have more professional tournament victories than any other bow in history! The Conquest 4 features a perimeter-weighted Conquest 4 Max Cam, Harmonic Dampers, V-Lock Limb Cups, a Carbon Cable Rod and a fully Machined Aeroriser.

The Conquest 4 also features the Integral Grip. This popular grip is a machined, built-in grip that's sleek, fits great and minimizes bow-hand torque!

<b>Brace Height</b>	<b>7</b>
<b>Axle-2-Axle</b>	<b>41</b>
<b>Draw Lengths</b>	<b>24-29*</b>
<b>Weight</b>	<b>40-70</b>
<b>IBO Speed</b>	<b>310</b>
<b>Let off</b>	<b>65*</b>

\*Mini Max Cam Fitted

## Tech Tips/Info

All Conquest series bows are available in black and camo or at a small extra cost Blue Smoke, Red Smoke and Orange Smoke. All Conquest bows feature new limb Decals for 2011 (except Triumph)

## DR2

Excellence is found in every product from Mathews® and options are great to have. The DR2™ has both! The NEW for 2010 DR2™ features a Perimeter Weighted DR2 Cam™, SE3 Composite SlimLimbs™ with String Suppressors™, Roller Guard, Harmonic Damping™, and a Slim Fit Grip™. Pound for pound, this bow is a “value added” tool for any archers bow case!

Colour options: Camo & Black

<b>Brace Height</b>	<b>7</b>
<b>Axle-2-Axle</b>	<b>33</b>
<b>Draw Lengths</b>	<b>25-30</b>
<b>Weight</b>	<b>40-70</b>
<b>IBO Speed</b>	<b>320</b>
<b>Let off</b>	<b>65&amp;80</b>

## Passion

Mathews Passion is specifically engineered and designed for the female archer. Featuring draw weight options from 30-70 pounds, the 29 3/4-inch axle-to-axle Passion weighs only 3.6 pounds—the ideal weight so that any woman archer can be comfortable with. With draw length options between 22.5-29 inches (half-inch sizes also available) the cam specific Passion includes special coloured Zebra Barracuda strings, Mathews' proprietary Harmonic Damping System, the NEW Harmonic Stabilizer, String Suppressors, Perimeter Weighted Solocam, Ball Bearing Roller Guard, a small, colour matched Inline Walnut Grip, and Mathews' pioneered parallel limb design- all the tricked out features you would expect to see on a Mathew premier bow. Available in three different functional and modern chic-styles- Pink, Teal, Camo or Electric Pink.

“We set out to make a bow specifically for the female shooters- gone are the days when lady archers have to adapt to other bows not made with their needs in mind. They deserve something that not only fits them perfectly, but is stylish—after all; we want as many women out there to share the passion for the outdoors as possible.”

*-Matt McPherson*

*Founder & CEO of Mathews, Inc.*

Colour options: Black riser with Gold, Teal or Pink Limb Graphics with matching string & cable as standard, Camo or at a small extra charge Electric Pink\* and Electric Teal (Fully Anodised pink or Teal Riser)

### \*ELECTRIC PINK PASSION

Over the past two years, sales of the Pink Lemonade Genesis, Electric Pink Ignition and Passion bow has generated over \$65,000 for the Breast Cancer Research Foundation. A portion of the proceeds from the sales of these pink bows will also go towards Aiming for a Cure and the fight against breast cancer.



Brace Height	6
Axle-2-Axle	29.75
Draw Lengths	22.5-29
Weight	40-70
IBO Speed	325
Let off	80

## Hyperlite

HyperLite™. Light in the field, fast on the fly.

Whether you need a light bow for field or if you have front shoulder issues the HyperLite™ is made for you. It's smooth and accurate, reaches up to 325 FPS and weighs just 3.45 lbs.

Colour Options: Camo only

<b>Brace Height</b>	<b>7</b>
<b>Axle-2-Axle</b>	<b>29.75</b>
<b>Draw Lengths</b>	<b>23.5-30</b>
<b>Weight</b>	<b>40-70</b>
<b>IBO Speed</b>	<b>325</b>
<b>Let off</b>	<b>80</b>

## Ignition

Start 'em out right with the Ignition Youth Bow. The new sweet-shooting youth bow from Mathews. Features single-cam technology, string suppressors and a fully machined Aeroriser! A Generous 6 1/2" brace height makes the Ignition an extremely forgiving bow to shoot!

Colour options: Camo, Blueberry, Black Cherry & Electric pink

<b>Brace Height</b>	<b>6.5</b>
<b>Axle-2-Axle</b>	<b>31.38</b>
<b>Draw Lengths</b>	<b>19-26</b>
<b>Weight</b>	<b>20-50</b>
<b>IBO Speed</b>	<b>278</b>
<b>Let off</b>	<b>65</b>

## Genesis, Genesis Pro & Mini Genesis

The Genesis System eliminates let-off on light draw weight bows (where it's unnecessary) so there are no specific draw length requirements. The result is a bow that fits virtually everyone (15" to 30") and that a young person can't outgrow.

A Genesis bow, set at 20lbs. (it's adjustable from 10 to 20 lbs.), stores and releases energy comparable to that of a 35lb. recurve! Plus, with zero let-off, it has the 'holding weight' necessary to 'pull the string from your finger,' making it easy to shoot.

Colour Options:

Genesis: Riser & Limbs, Blue Raspberry, Key Lime, Lemon Yellow, Orange, Pink Lemonade\*, Camo\*, Red Cherry & Wild Berry

Genesis Pro: Black Riser and limbs Red or Silver Cam & Wheel

Mini Genesis: Riser & Limbs; Camo\* Pink Lemonade\*, Blue Raspberry, Red Cherry & Black Liquorice.

\*Denotes Small added price for these Colours

## MCPHERSON SERIES MONSTER SAFARI

Mathews® is excited to introduce the new McPherson Series® Monster® Safari™. With patent pending Honeycomb Core Technology™ designed throughout the bow, the Safari delivers unprecedented strength and performance. With features such as exotic African Wood Inlays, Integral® Grip, and AVS™ cam system, the Safari™ is as equally a work of art as it is a powerhouse in the field.

At Mathews®, engineering and innovation is a way of life. We take pride in developing new technologies that enhance performance and fulfil your archery experience. The new patent pending Honeycomb Core Technology™ is advancement in a long line of archery innovations. The natural design of honeycomb is one of the strongest in nature. This hexagonal design has been used in the aerospace industry for years because of its high strength-to-weight ratios. It goes without saying that the new Safari™ features strength to the core.

Please visit [mathewsinc.com](http://mathewsinc.com) for details on this exciting new bow for 2011! You can also contact your sales representative for more information, as well as placing your order. We will start shipping these bows the week of January 1, 2011.

Each Monster Safari will be custom made to your specifications but hurry only limited numbers will be released into the wild...



## MCPHERSON MR SERIES

### MR5

The New McPherson Series Monster MR5 tops out the speedometer-offering speeds up to and over 360 FPS. Complete with AVS™ Technology, Harmonic Stabilizer™, Grid Lock™ Riser Technology™ and Quad V-Lock™ Limb System, the MR5 has raised the bar on dual cam engineering. Unleash the Monster® MR5™ today and see what happens when power meets precision.

Now featured in Mathews' exclusive Lost Camo®! Get Lost or Be Found™

<b>Brace Height</b>	<b>5</b>
<b>Axle-2-Axle</b>	<b>33</b>
<b>Draw Lengths</b>	<b>24.5-30</b>
<b>Weight</b>	<b>50-80</b>
<b>IBO Speed</b>	<b>360+</b>
<b>Let off</b>	<b>65&amp;80</b>

### MR6

The New McPherson Series Monster MR6 produces speeds up to 354 FPS. Complete with AVS™ Technology, Grid Lock™ Riser, Harmonic Stabilizer™, Quad V-Lock™ Limb System and Dead End™ String Stop, the MR6 is blazing fast and extremely stable. MR6... Compromise Nothing Now featured in Mathews' exclusive Lost Camo®! Get Lost or Be Found™

<b>Brace Height</b>	<b>6</b>
<b>Axle-2-Axle</b>	<b>33</b>
<b>Draw Lengths</b>	<b>25.5-31</b>
<b>Weight</b>	<b>50-80</b>
<b>IBO Speed</b>	<b>354+</b>
<b>Let off</b>	<b>65&amp;80</b>

## MR7

For 2011, the Monster MR7™ has evolved. With revolutionary AVS™ Technology, assuring perfect cam timing, and a more forgiving 7 inch brace height the explosive speed of the Monster™ has been re-engineered into a hyper-accurate, smooth-pulling performance machine. With the extra-rigid Grid Lock™ riser, vibration killing Harmonic Stabilizer™ and Dead End™ String Stop- this bow will impress! The McPherson Series Monster MR7, power and control all in one bow!

Now featured in Mathews' exclusive Lost Camo®! Get Lost or Be Found™

<b>Brace Height</b>	<b>7</b>
<b>Axle-2-Axle</b>	<b>33</b>
<b>Draw Lengths</b>	<b>26.5-32</b>
<b>Weight</b>	<b>50-80</b>
<b>IBO Speed</b>	<b>344+</b>
<b>Let off</b>	<b>65&amp;80</b>

## Tech Tips/Info

MR Series bows WILL NOT be shipped from Mathews until 1<sup>st</sup> March "11

All MR Series bows available in Black and camo. Only the MR 7 is available in Blue smoke, Red smoke & Orange Smoke at a small extra cost.

All MR Series bows have interchangeable Modules (please see Cam Tables for exact specs for each bow).

Cams, Modules, Limbs & Limb Cups on the 2010 McPherson Series Monsters are NOT interchangeable with the 2011 MR Series.

The Zebra Barracuda String and Cable is the exact same length on ALL MR Series models

## Z Series

In 2010 the Z7® earned the prestigious awards as Outdoor Life's "Editor's Choice" and Field and Streams "Best of the Best". With such a proven pedigree, the new Z-Series™ of bows is sure to offer archers of every niche, exactly what they are looking for. The flagship Z7 Xtreme™ is aggressively compact and offers a rare combination of size and agility for all hunting situations. Those in need of draw lengths up to 32" will find the Z9™ as an ideal solution to their shooting needs. If you are looking for a combination of raw speed with all of the advantages of single cam bows, than be sure to check out the new Z7® Magnum™. If your preference calls for a slightly longer bow that draws very smooth with great speed, then the new eZ7® may be the perfect fit for you.

### Z7 Xtreme

Aggressively compact, the Z7 Xtreme™ offers a rare combination of size and agility for all situations. With a generous brace height of 7/38" the Z7 Xtreme™ provides superior forgiveness and helps produce tighter groups at all distances. With speeds up to 330 fps the Z7 Xtreme™ will enhance your effective shooting distance and create more kinetic energy. Equipped with a ZX™ Cam and the revolutionary Reverse Assist™ Roller Guard, the Z-Series™ has earned a reputation as the smoothest-drawing bow ever designed.

When the moment of truth finally arrives, we can unexpectedly be forced to improvise, stretch our abilities, and do the slightly impossible. Face your challenges with confidence and Experience the Xtreme™.

<b>Brace Height</b>	<b>7 3/8</b>
<b>Axle-2-Axle</b>	<b>28</b>
<b>Draw Lengths</b>	<b>24-30</b>
<b>Weight</b>	<b>40-70</b>
<b>IBO Speed</b>	<b>330</b>

### Z7 Xtreme Tactical

Take your tactics to the extreme with the new Z7 Xtreme™ Tactical. Designed with an attitude, the Tactical offers a flat black finish to the GridLock™ Riser, Carbon Fiber film dipped SE5 Composite SlimLimbs™, and phantom gray accents throughout. If you

simply want your bow to stand out in the crowd, look no further than the Z7 Xtreme™ Tactical.

<b>Brace Height</b>	<b>7 3/8</b>
<b>Axle-2-Axle</b>	<b>28</b>
<b>Draw Lengths</b>	<b>24-30</b>
<b>Weight</b>	<b>40-70</b>
<b>IBO Speed</b>	<b>330</b>

## **Ez7**

The new eZ7™ gives archers a super silky smooth draw while posting great speed. The eZ7™ is loaded with Mathews' technologies such as the Reverse Assist™ Roller Guard, Perimeter Weighted Solocam®, Dead End™ String Stop, Harmonic Damper®, Harmonic Stabilizer®, and Grid Lock™ Technology.

The names says it all and if your preference calls for a slightly longer bow that draws “e-Z” and is extremely smooth with great speed, then the new eZ7™ may be the perfect fit for you!

<b>Brace Height</b>	<b>7</b>
<b>Axle-2-Axle</b>	<b>32</b>
<b>Draw Lengths</b>	<b>24-30</b>
<b>Weight</b>	<b>40-70</b>
<b>IBO Speed</b>	<b>321</b>

## **Z7 Magnum**

The Z7® Magnum™ is built for speed. At 80% let-off, the Z7 Magnum bolsters speeds up to 340 feet per second, all with a very generous and forgiving brace height of 6 3/8". If you are looking for a combination of raw speed with all of the advantages of single cam bows, than be sure to check out the new Z7® Magnum™.

<b>Brace Height</b>	<b>6 3/8</b>
<b>Axle-2-Axle</b>	<b>32</b>
<b>Draw Lengths</b>	<b>25-30</b>
<b>Weight</b>	<b>40-70</b>
<b>IBO Speed</b>	<b>340</b>

## Z9

Those in need of draw lengths up to 32” will find the Z9™ as an ideal solution to their shooting needs. For nearly two decades Mathews® has earned the reputation for quality, excellence and innovation. Single Cam Technology, Parallel Limb Design, Harmonic Damping, Reverse Assist Roller Guard™ and Grid Lock Riser® are the innovative technologies that you will find on the Z9™.

With an axle to axle length of 30” and a brace height of 8 3/4 inches, the Z9™ is the ultimate bow for long draw shooters.

<b>Brace Height</b>	<b>8 3/4</b>
<b>Axle-2-Axle</b>	<b>30</b>
<b>Draw Lengths</b>	<b>27-32</b>
<b>Weight</b>	<b>40-70</b>
<b>IBO Speed</b>	<b>312</b>

## Z7 2011

The Z7 Has Evolved for 2011 although remaining mostly unchanged it does feature the new SE5 Limbs that help make it smoother than ever! Please note a '10 Cam will not fit an '11 bow.

### Tech Tips/INFO (Z Series)

The Z7 Xtreme cams are new for 2011 and are NOT interchangeable with the 2010 Z7. Because the Z7 Xtreme cam looks similar to the standard Z7 cam, a small “point” has been added to the Z7 Xtreme cam for easy identification. Another way to identify the new Xtreme cams is by the “ZX” engraved on the small feed portion of the cam. The Z7 Xtreme Cam is used on and is interchangeable with the following bows:

2011 Z7 (not 2010)    Z7 Xtreme    Z7 Magnum

All Z Series bows with the exception of the Xtreme Tactical are available in Camo or Black

## Voyager XT

The new and improved Voyager XT promises the high-level performance you need to take you to the top of your game. Its 34" ATA provides balance and accuracy, while the parallel limb design and single-cam system work to yield a smooth, quiet release with powerful speed. On top of all that, we've loaded this bow up with a roller guard, harmonic stabilizer and string suppressors for ultimate performance.

<b>Brace Height</b>	<b>7</b>
<b>Axle-2-Axle</b>	<b>34</b>
<b>Draw Lengths</b>	<b>26-31.5</b>
<b>Weight</b>	<b>35-70</b>
<b>IBO Speed</b>	<b>330</b>
<b>Let off</b>	<b>80</b>

## Voyager

You can be sure the tough and tenacious Voyager is up to the challenge. With a strong, sturdy 34" ATA, a Harmonic Stabilizer and String Suppressors, the Voyager is a smooth, quiet and well-balanced hunting machine. When you're ready to shoot hard, you need a bow you can rely on to get the job done.

<b>Brace Height</b>	<b>7</b>
<b>Axle-2-Axle</b>	<b>34</b>
<b>Draw Lengths</b>	<b>26-31.5</b>
<b>Weight</b>	<b>40-70</b>
<b>IBO Speed</b>	<b>323</b>
<b>Let off</b>	<b>80</b>

## Venture

The Venture is a bow that honours your mission. It's strong, sleek, compact and loaded with added string suppression and a roller guard for extra-smooth stealth. This bow is packed with proven technology.

<b>Brace Height</b>	<b>7</b>
<b>Axle-2-Axle</b>	<b>30.25</b>
<b>Draw Lengths</b>	<b>26-31.5</b>
<b>Weight</b>	<b>35-70</b>
<b>IBO Speed</b>	<b>321</b>
<b>Let off</b>	<b>80</b>

## Maniac

Archery is a sport that teaches lifelong skills, and the Maniac is a bow that could last you a lifetime. The wide range of adjustability will allow you to customize the draw length and draw weight to fit your personal size and strength specifications. The Maniac is accurate, durable and includes noise and vibration-reducing technology for smooth, silent performance.

<b>Brace Height</b>	<b>7</b>
<b>Axle-2-Axle</b>	<b>31</b>
<b>Draw Lengths</b>	<b>22-30</b>
<b>Weight</b>	<b>20-70</b>
<b>IBO Speed</b>	<b>310</b>
<b>Let off</b>	<b>&lt;77</b>

## Endeavor

On the line it's "no guts, no glory". You have to rely on your instincts and high-performance equipment like the Endeavor. Its parallel limbs and machined, deflexed riser make it compact, light-weight and agile.

Brace Height	7
Axle-2-Axle	30.25
Draw Lengths	24-30
Weight	35-70
IBO Speed	316
Let off	80

## Craze

The all-new Craze is a grand slam in bow design. No other bow on the market can brag over 40 lbs. of weight adjustment. This bow truly lives up to the hype of its name with parallel limbs, a highly-adjustable dual-cam system, a compact riser and a mere 3.6 pound of mass weight. Dig into the stats, and you'll be even more impressed: up to 70 lbs of power, 80% let off and an ample 306 fps.

Brace Height	7.5
Axle-2-Axle	28
Draw Lengths	19-30
Weight	15-70
IBO Speed	306
Let off	80

## Menace

Whether you're on the practice range or in competition, the light-weight and balanced Menace is draw-length adjustable to fit just about any archer. The high-let off allows you to aim with comfort and confidence. It's a quiet, smooth-shooting bow that's perfect for anyone interested in the rewards of archery.

Brace Height	7.25
Axle-2-Axle	31
Draw Lengths	17-30
Weight	16-52
IBO Speed	N/a
Let off	<70



## Mission Tech Tips/Info

### Maniac Draw Length/Weight chart

Limb weight	Length (")									
		30	29	28	27	26	25	24	23	22
70	Max weight	74	72	72	71	70	68	66	63	59
	Min weight	50	48	47	45	44	42	40	38	35
60	Max weight	64	62	62	61	60	58	56	53	49
	Min weight	42	40	39	37	36	34	32	30	27
50	Max weight	54	52	52	51	50	48	46	43	39
	Min weight	35	35	32	30	29	27	25	23	20

### Craze Draw Length/Weight chart

Length (")												
	30	29	28	27	26	25	24	23	22	21	20	19
Max weight	70	70	70	70	70	70	67	64	60	56	51	46
Min weight	33	31	30	29	27	26	25	23	21	19	17	15

### Menace Draw Length/Weight chart

	30	29	28	27	26	25	24	23	22	21	20	19	18	17
Max weight	52	51	50	49	48	47	46	45	43	40	37	33	29	24
Min weight	36	35	34	33	32	31	30	29	27	25	22	20	18	16