

Mathews is Unbearish for 2009!

by Jeff Murray

At a time when multi-billion-dollar businesses are pulling back in a bear economy, archery juggernaut Mathews Inc. is pulling out – all the stops, that is. Indeed, while most bow companies will introduce, at most, one or two new “flagship” models this year, Mathews is offering a handful. On top of that, these folks are launching a new bow company and a new camouflage licensing program, Lost Camo

(another story for another issue). I, along with a few other bow hunting writers were invited to an early viewing of Mathews’ new bows and accessories. Bear Hunting Magazine was also granted the inside knowledge so we could bring you their new and exciting information right away. Here is the scoop on the nation’s leader in bow technology.



Mathews
Hyper Light



McPherson
Monster



Mathews
Reezen

On a Mission: New Models From Mathews' Sidekick Company

Mathews launched Mission bows a few years ago to provide bowhunters affordable models at moderate prices. It has been a wise decision, as hunters can get Mathews' famous technological advances without paying for the name. For the first time ever, Mission is debuting a dual-cam model, the Menace, that is so innovative that you have to re-read the details to fully comprehend it. It is without question the only bow of its class and is targeted for entry level archers.

The Menace has a forgiving brace height of 7 1/2-inches, but what makes it so special is how simple it is to adjust for draw length. If you have, say, a youngster who has shown an interest in your favorite sport, this bow is ideal, it grows with the child. Draw length can be changed quickly and easily (from 17-inches to 30-inches) by moving two simple screws. Interestingly, bow weight drops as draw decreases (from 52 pounds at 30-inches to 24 pounds at 17-inches). MSRP is \$269, and the Menace weighs in at only 2.92 pounds. Let-off is 70%, and this model also gets the new D-amplifiers to dampen sound and vibration.

One more thing, since this is a true dual-cam bow, it will require some synchronization of the all new 2C PW cams (more on this revolutionary system below). But all the guesswork is eliminated because there are two holes in the cams that allow you to give it a quick visual to make sure both cams are rolling over in unison (the string should split the hole in half).

Another dual-cam model coming from Mission is the "tweener" UX2. It is 33.125-inches long, features 2C PW technology (twin perimeter weighted cams), a 7-inch brace height, good speed (308 IBO) and weighs just under four pounds.

The all-new Eliminator is essentially a "poor man's DXT" with all of the attributes of this best-selling bow model from Mathews: great ergonomics, forgiving brace height, parallel limbs, 30 1/2-inch length, speed (310 IBO), 80% let-off and overall quietness.

Mathews' Most Efficient & Fastest Single-Cam Bows

This year's flagship model will be the all-new Reezen. At 32-inches axle-to-axle, it is short

enough for long-armed bowhunters and not too long for short-armed hunters. But the real buzz is that its dynamic efficiency is 87%. What does this mean? It means that if you pull hard, you will get a lot of energy in return with little power wasted in friction and vibration. This, in turn, creates sizzling arrow velocities, an amazing 335 feet per second (fps), without having to deal with a touchy brace height (the Reezen's top-seller will be the comfy 7-inch model but a 6 1/2-inch model is also available, and it will likely generate arrow speeds closer to 340 fps). I cannot overemphasize what a high benchmark this new Mathews model is!

Mathews is also rolling out the handy-dandy Hyper Light. It weighs a svelte 3.45 pounds at 29 3/4-inches axle-to-axle. It is a honey to shoot with a 7-inch brace height and a very smooth and "easy" draw, yet it is sure to turn heads with an IBO rating of about 325 fps. Coincidentally, last year's immensely popular DXT will get some refinements to enable it to add five more fps, yet Mathews will not be advertising this. So if you liked that model last year, but did not make the purchase, this year's Hyper Light could be for you.

McPherson & The Monster

Of course the biggest news from Mathews is their purchase of the bow company they sold to launch Mathews, McPherson. Under this umbrella comes Mathews first-ever mainline dual-cam bow, aptly named Monster. It will, without question, rob sales from PSE's and BowTech's popular versions of split-limb, long-riser, short-limb models.

The Monster is a 33 1/2-inch model that generates arrow speeds up to the 360 fps range, depending on the brace height you choose (5 or 6-inches). It gets a tremendous amount of energy from Matt McPherson's new patented AVS (Advanced Vectoring System) system. It is a way to piggy-back a wheel within a wheel (attached to each cam) to prevent them from getting out of timing with each other. It is the most efficient two-cam in the world and, well, you just have to see it to appreciate it, which goes for all of these new models.

For more information on these bows, see your local Mathews dealer! 🐾

Editor's note: Murray can be reached at either of his websites, www.moonguide.com or www.standguardian.com.