By MIKE PEHANICH





The rods, reels & combos your store should be selling in 2010 are likely right here on these pages.

Toro Winch

Abu Garcia

The sleek low-profile design of the Revo is now available in this large-capacity reel for saltwater and large freshwater species. It has an alloy frame and side plate and comes with 4.6:1 gears.

» www.purefishing.com; 803-754-7000



Abu Garcia

This superline-ready spinning reel offers strength and performance in a handsome package that features a Carbon Matrix drag and Duragear gears.

» www.purefishing.com; 803-754-7000



Orra SX Abu Garcia

An offshoot of the

Revo family, this low-profile reel features seven ball bearings, Duragear brass gears, a one-piece aluminum spool and a Power Disk drag.

>> www.purefishing.com; 803-754-7000



The spool on this round, goldtrimmed baitcasting reel enables it to handle heavy loads. It comes with a 5.9:1 gear ratio.

» www.purefishing.com; 803-754-7000

Vengeance

Abu Garcia

Factory-balanced to meet the weight and specifications of the company's Revo and Soron reels, these rods feature Fuji reel seats and Pac Bay frame guides, and are available in seven spinning and 10 baitcast models.

>> www.purefishing. com; 803-754-7000

Vendetta

Abu Garcia

A balance of function, design and ergonomics, Vendetta features Soft Touch Sea Guide reel seats and deeppressed casting guides. There are 22 models in the lineup — 12 spinning and 10 baitcasting.

>> www.purefishing. com; 803-754-7000

Xnergy J Accurate These 7-foot, 9-inch rods, made with a six-ply graphite glass compos-

ite material, were designed for maximum casting distance with live bait. The three models range from light to heavy.

>> www.accuratefishing.com; 951-479-0909



Denny Brauer Flip-N-Pitch

Ardent Reels

This upgraded version of the F500 model features seven ball bearings and a flipping switch. It also comes with a stainless steel handle and 22 pounds of drag.

>> www.ardentreels.com; 660-395-9200



Sharkfin Reel

Castalia

This reel is designed to eliminate tangles and cast farther by eliminating friction on the spool.

» www.castaliaoutdoors.com; 863-635-7238

Saltist Lever Drag Big Game

The reel that captured Best Saltwater Reel honors at ICAST 2009 is available in trolling and casting versions and single- and two-speed models.

» www.daiwa.com; 562-802-9589



Saltiga Dog Fight

Designed to handle braided lines and control large fish, the Dog Fight provides a maximum drag of 66 pounds. The reel has a 6.2:1 gear ratio that pulls in 50 inches of line per crank.

>> www.daiwa.com; 562-802-9589

Aggrest

Daiwa

This reels comes with 7.3:1 gears, weighs 7.6 ounces and includes the Magforce-Z antibacklash system and swept handle for reduced wobble and better feel and cranking leverage.

>> www.daiwa.com; 562-802-9589

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You Should Be Selling



Exceler

Daiwa

This sixbearing reel contains many of the features from topline Daiwa models, including all-metal construction and an oversize titanium nitride ball bearing line roller.

» www.daiwa.com; 562-802-9589



TD Zillion Coastal

Daiwa

Designed with topwater fishing in mind, the Zillion Coastal picks up 32 inches of line per crank.

>> www.daiwa.com: 562-802-9589

Steez SVF-XBD **Braid Rods**

Daiwa

The rods in this series were designed for braided line applications. The blanks are strong, extremely light and resist twisting. Models in the series include a Frog Rod for working frogs through heavy cover and a heavy spinning rod for worming and jigging.

>> www.daiwa.com: 562-802-9589



Fin-Nor

This workhorse precision-machined aluminum reel, tailored to handle thinner superlines, comes in four sizes. The 41-pound carbon-fiber drag is one of the industry's strongest.

» www.finnorfishing.com; 918-831-6921

Agua Design Water Camo Series

CastAway

The blanks in this series are coated with real water camouflage patterns. Drawn from Aqua Design water photography, the line also features invisible thread wrap and matte finish Fuji SIC guides.

» www.castawayrods.com; 936-582-1677

Sportfisher

This family of blue water spinning and trolling reels, available in 30- and 50-size spools, features an ergonomically designed, easy-to-hold handle and a bronze main gear. The drag is composed of 10 oversize drag washers and heavy-duty washers.

» www.finnorfishing.com; 918-831-6921

Captain Mike's Aqua **Dream Signature Series**

Florida fishing guide Capt. Mike Hakala designed these rods to be paired with his Aqua Dream lines of spoons, jigs and plugs for redfish and trout. The rods are available in 7-foot medium-light, 7-foot medium and 7 1/2-foot light models.

>> www.castawayrods. com: 936-582-1677



This reel combines a one-piece, stamped aluminum reel stern and rotor arm links with lightweight graphite side plates. It features an aluminum drag chamber for stability and smoothness.

>> www.okumafishing.com; 909-923-2828



Serrano Okuma

A corrosionresistant coating

gives a distinctive look to this lowprofile baitcasting reel, which has a die-cast aluminum frame and multidisc Carbonite drag system.

» www.okumafishing.com; 909-923-2828







Cayenne

Okuma

This eight-bearing, all-aluminum reel features a ported spool and ergonomic handle design.

>> www.okumafishing.com; 909-923-2828

C3 Carbon Cone Concept Rods

Okuma

Lightweight and sensitive, these rods are made of 40-ton graphite and have extra-fast actions. The 100-percent carbon grips give the rods a unique feel.

>> www.okumafishing.com; 909-923-2828

Reflexions Telescopic Flipping & Pitching

Okuma

The 7-foot, 10-inch flipping and pitching model expands this line of moderately priced rods made to perform like premium rods. Reflexions features braid-compatible hard zirconium inserts along with premium cork foregrips and rear grips.

>> www.okumafishing.com; 909-923-2828



Senator/ Special Senator

Penn

This braid-ready reel contains HT-100 drag washers for smoothness even under a heavy load. Both the Senator and Special Senator feature a machined and anodized aluminum spool and a precision-machined stainless steel pinion gear and marine-grade bronze alloy main gear.

>> www.pennreels.com; 803-754-7000

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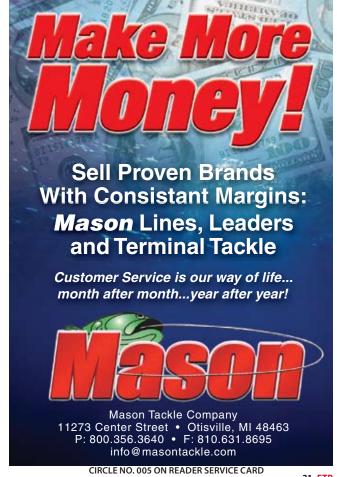
This series gets a facelift with the addition of 13 ready-for-braid models. Each rod features zirconium guides and is up to 30 percent lighter, and most models have split grips.

>> www.okumafishing.com; 909-923-2828



The Torque has a drag system able to handle excessive drag force and the punishment of braid. The reel's solid stainless steel bail arm is removable.

>> www.pennreels.com; 803-754-7000





Each of the reels in this series has 10 bearings and uses a proprietary metal on the spool lip, which aids in resisting dents and scratches.

>> www.pennreels.com; 803-754-7000



Torque Gamefish Penn

The rods in this series have a special construction using a spiral-wrapped graphite core for superior rod strength.

>> www.pennreels.com; 803-754-7000



Pflueger

This reel has 6.4:1 gears, six bearings and an adjustable magnetic cast control.

» www.purefishing.com; 803-754-7000



Arbor

Pflueger

The duo that took ICAST 2009's Best Combo award pair a sensitive, lightweight IM-8 graphite rod (6-foot, 6-inch medium-light or 7-foot medium) with either an Arbor 7430 or Arbor 7440 reel.

» www.purefishing.com; 803-754-7000



Arbor Combo

This IM8 graphite rod, paired with an Arbor reel, comes as a 6-6 medium-light or 7-0 medium action.

>> www.purefishing.com; 803-754-7000

Advanz

Oualia

This line of big game saltwater reels includes single-speed, twospeed and high-speed models. The high-speed model has oversize stainless steel gears.

>> www.qualia-reels.com; 415-382-1099



Energy PT Quantum

The high-end ultra-light E05 reel is for the discerning light tackle angler looking for exceptional features and outstanding performance. It features a titanium bail, eight polymer PT bearings, titanium vacuum deposition coating, rainbow finish, titanium bail and a multi-stack ceramic drag. And it weighs a paltry 7 ounces.

» www.quantumfishing.com; 918-831-6808



Value and upscale features define this seven-bearing reel. Those features include the ACS3 cast control system, and the compact 150 models sport the line capacity of the 200-size reels but in a 100-size body.

>> www.quantumfishing.com; 918-831-6808

Ugly Stik Tiger

Shakespeare

These versatile rods can be used on everything from tuna in the Pacific to Southern catfish.

>>> www.shakespeare-fishing.com; 803-754-7000

Tour KVD Quantum

Designed by and named for Bassmaster Elite Series angler Kevin VanDam, the KVD comes in three gear ratios (Power, Speed and Burner), and features a layered carbon ceramic drag and 11 polymer stainless hybrid PT bearings.

>> www.quantumfishing.com; 918-831-6808

PT Custom Shop Rods

Quantum

Fourteen models are available in this limited run of specialized rods originally made to custom order for top pros for use in specific techniques.

>> www.quantumfishing. com; 918-831-6808



TATSU — Japanese for dragon — is the world's only double-structure fluorocarbon mainline. Known as R-18 in Japan, TATSU delivers best-in-class knot strength, low memory and truly remarkable castability. Seaguar's exclusive Double-Structure Fluorocarbon DSF features two resins extruded into one solid piece: a softer exterior resin to enhance knot strength and a high-density interior resin to improve tensile strength and sensitivity. The result is a fluorocarbon mainline so unique and so extraordinary, it's already legendary. www.seaguar.com

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You Should Be Selling

Ugly Stik Big Water Rods

Shakespeare

Thirteen rods are available in this line, and each is said to be strong yet sensitive.

>> www.shakespearefishing.com; 803-754-7000



Shimano

Designed for underhand casts of live bait into chum lines, this two-speed reel packs high-speed, highpower performance into a compact, castable reel.

>> www.shimano.com; 877-577-0600 Stradic C14 **Ultra Finesse**

Shimano This is the reel that won Best Freshwater Reel at ICAST 2009, and it is easy to see why. Designed for finesse applications, it weighs in at 6.2 ounces for

the 1000 and 7 ounces for the 2500. >> www.shimano.com:

877-577-0600



Core MG7

Shimano

The 50MG7 and 51MG7 (lefthand) are the smallest profile reels Shimano has ever introduced. The reels are lightweight, feature 7.1:1 gear ratios and take in 28 inches of line per crank. Both reels also feature magnesium frames and Magnumlite spools.

>> www.shimano.com; 877-577-0600

Cumara Reaction Series

This impressive line of rods is designed to fish moving baits for a wide variety of situations and techniques. The models range from buzzbait to crankbait, spinnerbait, topwater and jerkbaits.

www.shimano.com; 877-577-0600

N Gage

South Bend

Created with a grunge style to inspire the youth crowd, the N Gage combos come as threepiece spinning and spincast combos. A 7-foot, 2-inch, two-piece split-grip spinning combo includes a reel with N Gage graphics and five ball bearings.

» www.south-bend.com; 847-715-1400

Voltaeus

Shimano

This moderately priced line of 29 rods features proprietary "uni-fiber" construction for durability, comfort and sensitivity.

» www.shimano.com; 877-577-0600



Bright Pink Spin & Spincast

These attractive 6-foot, 2-inch made-for-women spinning and spincast rods include fiberglass blanks and ECA handles. Portions of sales of each rod go to Bright Pink, a national breast and ovarian cancer organization.

» www.south-bend.com; 847-715-1400



four ball bearings, a carbon fiber washer and a central drag system. The 50 IIS reel is a larger capacity model, made to handle big game.

» www.stingraytackle.com; 800-257-9461



SuperCaster 1000

U.S. Reel

The angled bar levelwind mechanism and simplified gearing systems are truly unique and increase angler control. The lowered friction on the seesaw levelwind translates into longer casts.

>> www.usreel.com; 314-962-9500



V17 Pro Tour Grips

American Rodsmiths

American Rodsmiths is working with a company that specializes in golf club grips to add an innovative handle design to three of its rod series: Wreckin' Stix, Team Series and Team Series Kicker Stix. The V17 Pro Tour Grips are tacky yet comfortable and give anglers sure-handed control even in wet conditions.

» www.americanrodsmiths.com; 713-466-7849



Hook, Line & Sinker

Zebco Brands

These combos come equipped with either a 202, 404 spincast or ZSP20 spinning reel. They are pre-rigged with a snap to simplify attachment of hooks and lures.

>> www.zebco.com; 918-831-6808

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You Should Be Selling

Vault Combo

Zebco Brands

The Vault line offers good quality spinning and spincast combos for less than \$20.

>> www.zebco.com; 918-831-6808

Jiggin Carrot

Jiggin Carrot Stix

e21

This rod is made for saltwater jigging, and like other rods in the Carrot Stix line, contains nano tube fibers of carrots.

>>> www.e21fishing.com; 416-362-2121



BuCoo

Falcon

These stylish graphite rods feature Fuji components, exposed blank reel seats and EVA split-handle designs, and are available in a host of popular sizes and actions.

>> www.falconrods.com; 918-251-0020

Rosewood Series

Denali Rods

Dark Angel

Damiki

Swimbait Rod

This swimbait model is

the latest in the Dark Angel

line. It features Fuji Alco-

nite guides, an EVA foam handle and a patented hook

keeper that enables a hook

to be either snapped in or

hooked through the hole.

>> www.damiki.com:

661-702-0506

This new techniquespecific line includes rosewood foregrips, and a third of the rod has woven twill graphite for added strength and lightness.

» www.denalirods.com; 870-481-5844

Elite Tech Muskie

Fenwick

Muskie experts teamed with Fenwick engineers for three models: Trolling, Big Bait and Jerk Bait/ Twitch Bait.

>> www.fenwickfishing.com; 803-754-7000

Crank Bait Deep Flex

G.Loomis

The three Deep Flex CBR rods (6-8, 7-2 and 7-5 lengths) have slow tapers and soft flexes for excellent crankbait performance with added sensitivity.

>> www.gloomis.com; 360-225-6516

Pro Green Inshore Saltwater Series

G.Loomis

This nine-model line of fast action rods (6-10, 7-4 and 7-10 lengths) was created for aggressive angling and braided line. The rods come in medium, medium-heavy and heavy actions. The Pro Green 882S captured the Best Saltwater Rod award at ICAST 2009.

>> www.gloomis.com; 360-225-6516

Top Water

G.Loomis

Balanced and designed for casting accuracy and topwater performance, the three models in this series are geared to small to medium-size topwater lures; medium to large lures and walking baits; and large lures and extra-long casts.

>> www.gloomis.com; 360-225-6516



Excel Bass

Lamiglas

This series features metallic copper blanks of the company's graphite construction as well as split grips. Baitcasting models contain Fuji exposed-blank reel seats.

>> www.lamiglas.com; 800-325-9436



Lucky Craft

A versatile rod for big baits and big fish, this 8-foot model is great for flipping in heavy cover or for casting giant swimbaits and other big lures.

» www.luckycraft.com; 714-241-8484



St. Croix

Perhaps the first premium rod designed for women, this 10-SKU line features smaller handles, decorative pearlescent abalone reel seats and a "Fucia Metallic" finish.

» www.stcroixrods.com; 800-826-7042

Legend Elite Salmon & Steelhead

St. Croix

The 19 casting and spinning rods in this line represent the company's integrated Poly Curve technology, which eliminates weak spots at junction points.

>> www.stcroixrods.com; 800-826-7042

Mojo Bass

St. Croix

The best-received rod series in the company's history has had two models added for 2010: a 6-8, medium action, extra-fast tip, topwater casting rod; and a 7-foot, medium power, extra-fast tip, spinnerbait rod.

» www.stcroixrods.com; 800-826-7042

Camo Stix

USA Custom Rods

The winner of the Best Freshwater award at the 2009 ICAST show, this camouflaged line of fishing rods bears three Mossy Oak designs.

>> www.usacustomrods.com; 281-894-7637



Wright & McGill

These highly touted rods, designed by Bassmaster Classic champion Skeet Reese, are moderately priced and combine function with a unique yellow-andblack appearance.

>> www.wright-mcgill.com; 720-941-8700



Champion Extreme Finesse

Dobvns Rods

The four rods (two casting, two spinning) in this series have every finesse application covered. The 1 and 2 power rods, all of which are 7 feet in length, cover everything from drop shots to shaky heads, dart heads, tube jigs and Gitzits. They all come with split grips and are feather-light.

>> www.dobynsrods.com;



Bass Rods

Temple Fork Outfitters

One of the biggest names in rod making, Gary Loomis, has designed a new line of 28 one- and twopiece spinning and baitcasting rods in 6-foot, 6 1/2foot and 7-foot lengths with Temple Fork Outfitters.

>> www.tforods: 800-638-9052

Scion Select X **Pinnacle**

Having a 7:1 retrieve ratio, this reel takes up line with ease. It also casts well, has 10 bearings and has an adjustable magnetic brake active throughout the cast to prevent backlashes.

>> www.pinnaclefishing. com



Patriarch XT

Pflueger

Titanium-plated side plates protect this reel, which has nine double-shielded stainless steel ball bearings. It comes with the Ultimate Brake System, which combines centrifugal and magnetic brakes for outstanding cast control.

>> www.purefishing.com; 803-754-7000

FTR