

668 Flinn Ave Suite 28 | Tel 805 529 3700  
Moorpark CA 93021 | Fax 805 529 3701

Contact: Jonina Costello / jcostello@full-throttlecom.com  
Jason Bear / jbear@full-throttlecom.com  
Phone: (805) 529-3700

## **CASTAWAY UNVEILS CUTTING-EDGE INVICTA™ ROD SERIES AT ICAST**

### **New-For-2014 Rod Family Features State-of-the-Art Carbon Fiber Blanks, Finest Components and Custom-Quality Construction**

Fishing innovator CastAway Graphite Rods will unveil its new-for-2014 Invicta™ Series rods at the 2013 ICAST Show in Las Vegas — bringing fresh and saltwater anglers across the country state-of-the-art, technique specific rods built on the lightest, strongest blanks ever produced.


CastAway manufactures its Invicta Series blanks on new, proprietary mandrels with true 40-ton, 12-Toe carbon fibers and new carbon intruded resins that greatly increase strength and power while reducing overall weight. “From the first moment an angler picks up a new Invicta Series rod, he’ll know it’s like no other rod on the market,” said CastAway Director of Operations Brett Crawford. “These advanced blanks offer a combination of lightness, precise action and strength that’s never been attainable with traditional rod-building techniques and materials,” added Crawford.

CastAway will offer new Invicta Series models in a wide range of spinning and baitcasting models, with actions fine-tuned for specific fresh and saltwater fishing techniques and angling situations. Each Invicta Series carbon fiber blank is finished with advanced components specially selected for their strength and lightweight performance. For example, Invicta Series rods feature ALPS Bronze SS316 Stainless/Bronze guides with Zirconium rings and CastAway’s exclusive Static Zoned Guide Spacing for superior casting, line control and fish-fighting performance.

The handles of Invicta Series rods are equally innovative, featuring custom Tour Star/Winn non-slip split grips and new CastAway/ALPS double-finger, blank-exposed reel seats with double locking hoods. This unique handle design provides anglers with a comfortable, secure grip — even with wet hands — along with the sensitivity to feel what’s going on with their baits at all times. “We’ve put a lot of engineering thought into this critical juncture that connects angler, rod and fish,” said Crawford. “This pairing of advanced blank technology and handle design provides fishermen with superior sensitivity for every style of fishing, whether they’re finessing a worm, working a topwater or jigging vertically over structure,” added Crawford. This unique handle design also provides floatation for the rod if dropped overboard — an important added benefit for a rod of this quality and value.

New Invicta Series rods are constructed with the same attention to detail and custom-quality touches that separate CastAway from traditional “factory” rods. Great care is taken to build every CastAway rod on the spine of the blank, reducing torque whether casting or fighting a big fish under heavy load. Guide wraps feature the Forhan Locking Wrap, ensuring that guides stay in place over many years of hard use. Every handle and reel seat is custom fit to the blank, reducing weight and increasing sensitivity. This allows for a perfect fit without the need for tape, arbors or excessive glue. Finally, all guides and labels are double-coated with UV-resistant, waterproof epoxy that ensures good looks and durable performance, season after season. This handcrafted construction and quality control are why CastAway backs all of its rods with a 5-Year Limited Replacement Warranty.

To learn more about the new Invicta Series rods for 2014 — or the entire CastAway line of premium quality graphite rods for fresh and saltwater fishing — contact Castaway Graphite Rods, 118 Cape Conroe Drive, Montgomery, TX 77356. Telephone: (926) 582-1677 • Or visit [www.CastAwayRods.com](http://www.CastAwayRods.com).

“Like us” on  to keep up with the latest CastAway news, events and giveaways.

**Editor’s Note:** For hi-res images and releases, please visit our online Press Room at [www.full-throttlecommunications.com](http://www.full-throttlecommunications.com).