



FOR IMMEDIATE RELEASE

## **The New 2013 Elite Hunter**

### **A smoother and more efficient design for 2013**

**Henrietta, New York;** Elite Archery is very excited to announce its new bow for the 2013 season, the redesigned Hunter. While the original Hunter was released in 2011, this new model has an all-new riser, cam and module system as well as a wider range of draw lengths and an even smoother draw than before.

“Each year, our goal is to develop and manufacture a bow line that is, above anything else, incredibly enjoyable to shoot,” said Elite Archery’s President, Peter Crawford. “We are able to build our smoothest drawing bow to date and not lose any efficiency or speed. The 2013 Hunter is exactly what Elite customers are looking for in the field.”

In addition to the incredibly smooth, yet efficient draw cycle, the 2013 Hunter’s limbs are more parallel creating that “dead in the hand feel.” This new limb angle combined with the new cam system creates a shock free shot each and every time. The Hunter will keep its signature shorter axle to axle, a feature very important for bowhunting in a tree, in a blind or while on the ground for a spot and stalk. The 2013 Hunter will have a generous brace height of 7 3/4” for a more forgiving shot.

“We handed our engineers our wish-list for a hunting bow and asked them to start with a fresh piece of paper. The result is a faster, quieter, and more forgiving Hunter than we’ve ever had, says Elite’s VP of Sales, Bill Ruth. “With so many exciting things happening at Elite Archery, now is the perfect time to visit your local Elite dealer and take the Elite Shootability Challenge.”

The 2013 Hunter is available in draw lengths ranging from 25” through 31”, both right and left hand, in Realtree® AP™, Realtree® Max-1™, Realtree® AP Snow™, Ninja and the color combinations of Ninja riser with camouflage limbs or, new this year, a camouflage riser with Ninja limbs. Winner’s Choice Custom Bowstrings will be standard on each 2013 model bow, and the cams, modules, cable rod and suppressor rod will have a matching Cerakote™ finish, a look unlike anything else the archery industry has seen to date.

For more information on the **2013 Hunter** as well as other Elite Archery products, please visit [www.elitearchery.com](http://www.elitearchery.com) or call 877-503-5483. Media questions can be directed to Maggie Armstrong at [maggie@elitearchery.com](mailto:maggie@elitearchery.com)