

# Bow Report

By Bill Krenz

## Ben Pearson Pride

Of all of the various types of pride in the world, the best is pride in a job well done.

Of all of the excellent bows in the 2005 Ben Pearson lineup, the finest may be the Ben Pearson Pride. The Pride is a bow Pearson let its customers design.

"We see ourselves as a progressive archery company, listening to our customers," says Ben Pearson President Ed McPherson. Toward the end of 2004, we decided to survey our customers to see exactly what they wanted in a new bow. To do that, we created a 'Build Your Own Bow' feature on our website. That feature asked detailed questions in twenty bow design and performance areas. In the end, we boiled down the responses from thousands of respondents and built the Pride exactly as the data suggested. Everything about the Pride was selected by our customers. It's their bow. It's exactly what they wanted."

Some of the responses surprised the company. For example, Ben Pearson customers clearly wanted Pearson's angled BioGrip. They liked the natural feel that unique grip afforded, along with the extra bowstring clearance it created.

Much of the input, though, was as expected. Customers wanted a blend of a relatively short axle-to-axle length, a forgiving brace height, a fast hybrid cam system and a quiet shot.

The resulting Ben Pearson Pride is an impressive bow. It looks good with its sculpted frequency-ridge riser, exotic hardwoods grip, split limbs, color-coordinated hybrid cam system, VaporTrail cables and string, and riser-integrated Vib-X dampening system. It looks both tough and high-tech.

On the performance side, I found the new Ben Pearson Pride to be a bit of a standout. It's faster, smoother and quieter than most bows available today. All of that comes compliments of smart design work, the bow's Typhoon Hybrid Cam System, inboard Vib-X riser dampening system and outboard BowJax limb, cable guard and bowstring dampeners.

Ben Pearson customers should be proud

of the input they provided for this new bow. The Ben Pearson company should be proud of the final blend of components and geometry that they created with that customer input. The result is that the new Ben Pearson Pride is a bow that anyone would be proud to own.

### KEY SELLING POINTS

#### • ANGLED BIOGRIP

One of the most unique features of the Ben Pearson Pride is its angled BioGrip. Most bows have grips that are straight up and down, yet that's not how the human hand naturally positions itself when an arm is extended in front of the body. Try an experiment. Quickly extend your bowarm out as though you were preparing for a shot. Note how your bowhand naturally seeks a comfortable, angled position. The Ben Pearson BioGrip accommodates that natural, angled bowhand position. Besides being more natural, the BioGrip creates additional bowstring clearance. For anyone who has had bowstring clearance problems or when hunting in cold weather and wearing heavy clothing, that extra clearance can be a real plus.

#### • EXOTIC HARDWOOD GRIP PLATES

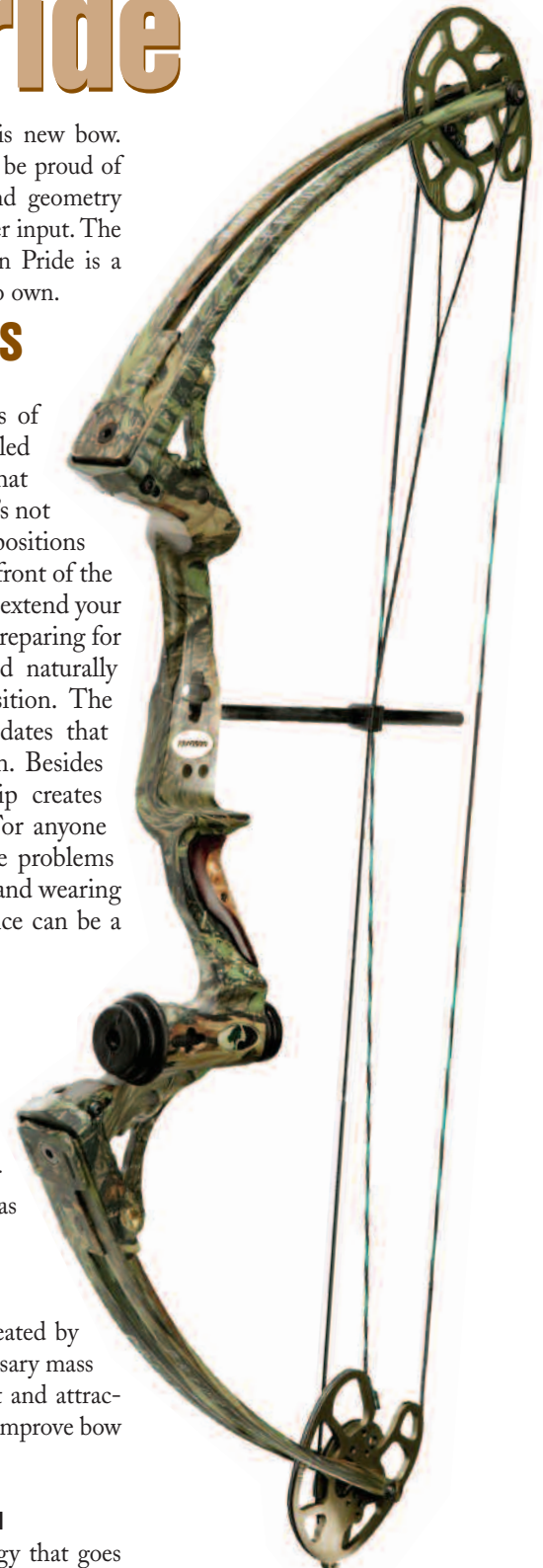
The laminated hardwood grip plates on the Ben Pearson Pride are gorgeous. Exotic woods are blended together with soft leather to make the grip look every bit as good as it shoots.

#### • FREQUENCY RIDGE RISER

The Pride's ultra-thin riser was created by carefully sculpting away all unnecessary mass to produce an especially slim, light and attractive riser, to reinforce strength and improve bow balance.

#### • TYPHOON HYBRID CAM SYSTEM

Ben Pearson licenses the technology that goes into creating the Pearson Typhoon Hybrid Cam System. The Typhoon is not a two-cam system, nor is it a one-cam system. It is somewhere in



# BEN PEARSON PRIDE

between, borrowing the best from both sides, while carving out its own hybrid position. The Typhoon Cam System builds weight quickly, but lets off with surprising smoothness and nestles into a positive, comfortable draw stop. It's also an easily adjustable system with a convenient, rotating draw-length module on the lower cam and multiple cable end positions on the upper cam. Match the clearly marked letter designations on the upper and lower cams to change draw length. For example, my test bow was equipped with module number three, and both the upper and lower adjustments were set on B. That delivered a 29-inch draw length. If I were to switch both eccentrics to A settings, I would shorten the bow's draw length to 28.75 inches. Going to C settings would deliver 29.5 inches, and D settings would create a 30-inch bow.

## • VIB-X RISER DAMPING SYSTEM

Discriminating bowhunters want more in a bow these days. They want speed and quiet. The Ben Pearson Pride delivers both. Integrated into the riser of the new Pearson Pride is the Ben Pearson Vib-X Dampening System. In a sense, Vib-X is a noise and vibration dampening stabilizer built right into the Pride's riser just below the grip. Vib-X is effective all by itself. When used with an additional stabilizer, it's doubly effective.

## • BOWJAX SILENCERS

Working in close concert with the bow's internal Vib-X riser dampening system are factory-installed BowJax limb, bowstring and cable guard silencers. All are quite effective at squelching shot noise and vibration. The BowJax bowstring silencers seem unusually durable, something that not all such rubbery string silencers can claim.

## • VAPORTRAIL BOWSTRING AND CABLES

A good bow deserves a good bowstring and cables. Ben Pearson reportedly experimented with many different premium strings and cables before settling on VaporTrail bowstrings and cables for the Pride.

## CLOSING THE SALE

The Ben Pearson Pride is distinctive.

Manufacturer . . . . . Ben Pearson  
 Brewton, AL  
 (251) 867-8980  
 Circle #149



Model . . . . . Pride  
 Axle-to-Axle Length . . . . . 32 inches  
 Brace Height . . . . . 7.75 inches  
 Riser Geometry . . . . . 2.25 inches reflex  
 Mass Weight . . . . . 4.2 pounds  
 Draw Weights . . . . . 50#, 60#, 70#  
 Draw Lengths . . . . . 25 to 30 inches  
 Eccentrics . . . . . Typhoon Hybrid Cam  
 Letoff . . . . . 75 percent  
 Grip . . . . . BioGrip Exotic Hardwoods  
 Finish . . . . . Mossy Oak Obsession

## Real Performance

2005 Ben Pearson Pride set at 29 inches and 70 pounds

28-inch Arrows	Point Weight	Total Weight	Grains/Pound	Kinetic Energy	Arrow Speed
Easton XX78 Alloy 2512	100	448 gr.	6.4	69.8	265 fps
Blackhawk Carbonwood 400	100	426 gr.	6.1	69.5	271 fps
Beman ICS Hunter 340	100	420 gr.	6.0	69.5	273 fps
Carbon Tech Whitetail 65/80	100	411 gr.	5.9	70.0	277 fps
VitalHunter Gladiator	100	388 gr.	5.5	69.0	283 fps
Gold Tip XT Hunter 400	100	385 gr.	5.5	68.9	284 fps
Carbon Express Maxima 350	100	380 gr.	5.4	68.6	285 fps
PSE Radial X Weave Hunter 300	100	378 gr.	5.4	69.1	287 fps
Easton LightSpeed 400	100	365 gr.	5.2	69.1	292 fps
Carbon Tech Cheetah 400	100	348 gr.	5.0	68.6	298 fps
High Country Speed Pro Max	100	305 gr.	4.4	66.8	314 fps

All tests conducted with a Spot-Hogg Hooter Shooter portable shooting machine and a Competition Electronics ProChrono Plus chronograph.

It stands out, thanks to a surprising number of unique features. The way to sell this new bow is to sell those specific features.

Begin with the Pride's riser. The Pearson frequency-ridge riser is strong and pleasing. Its angled BioGrip is both natural and comfortable and that grip's exotic laminated-wood side plates with soft leather backing are exceptional. Also

integrated into the riser is the impressive Vib-X dampening system.

The Ben Pearson Pride's Typhoon Hybrid Cam System is state of the art. It's fast, wonderfully smooth at the back end and surprisingly quiet. It's also easy to adjust.

Pride in a job well done is worthwhile. Because of that, pride in this new bow is well placed. **CIRCLE #149.**