

# SHIMANO

## PRESS RELEASE

SHIMANO EUROPE FISHING HOLDING BV  
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### EFTTEX awards for Lesath CX & Rarenium CI4+

During the gala dinner, which took place last Friday (June 13th) in Wild Gallery in Brussels, the annual EFTTEX awards were revealed. During the exciting award festival Shimano won prizes in the categories Best New Fixed Spool Reel & Best new Rod.

The Rarenium CI4+ ensured the 8th consecutive win in the reel category and the stunning looking Lesath CX was voted best new Rod.

The EFTTEX show is the most important annual trade show organized by the European Fishing Tackle Trade Association (EFTTA). This year Brussels, the capital of Belgium and the domain of the European Parliament, hosted the event from the 12th until the 14th of June.

At EFTTEX 2014 each company was entitled to enter a maximum of 6 different products into the Best New Product competition. The competition is judged by a panel of independent experts and journalists.

Chris de Haan, Shimano Team-Leader Product Planning, commented: "As our new flagship model Stella FI was already on sales since March 2014 it was not allowed to enter this reel into the competition. It is therefore extremely good to see that even with a lower pricepoint reel Shimano is recognized for top quality. This tells you something about the design and manufacturing capabilities we have!"



#### Best New Reel: Rarenium CI4+

The classy new front drag Rarenium CI4+ has a body built from Shimano's exclusive CI4+ composite. This reduces the weight amazingly compared to metal bodied reels, yet still retains the strength and stiffness required to ensure the internal gears retain their integrity when under pressure. The inclusion of a Magnumlite CI4+ rotor not only reduces weight further, it produces an ultra light rotation which improves the winding sensitivity, making the Rarenium CI4+ a superb lure fishing reel.

All models combine Shimano's exclusive X-Ship gearing with 6 Shielded A-RB bearings. This produces ultra smooth performance combined with maximum winding efficiency.

Part of the Shimano Quick Response Series, the new Rarenium CI4+ combines ultra light weight feel with powerful winding performance making it one of the most versatile reels in the Shimano front drag range.

#### Best New Rod: Lesath CX

Incorporating the latest design and technology, the Lesath has been our flagship spinning rod for years. The new CX is no exception and we are proud to say that it is by far the most advanced rod we have ever built so far.

Neither cost, nor time has been spared in the development of this rod. It is 10% slimmer and up to 20% lighter than its predecessor. The new and lightest Titanium Torzite guides by Fuji, exclusively designed custom parts and the highest quality cork available are just some of the features that make the Lesath a leader in its class.



Together with the Rarenium CI4+ the Lesath CX is truly a winning combination!