

OKUMA PROMISES TENACITY WITHOUT FATIGUE



All Okuma products are designed to create the ultimate fishing experience, allowing anglers to fish long and hard while not tiring themselves out too much. Its Ultimate Rod Reinforcement technology, found on its Helios Air rods, means more fun and less fatigue.

Okuma says it wants anyone using its products to enjoy the ultimate fishing experience, able to endure long sessions and hard-fighting fish yet still come off the water with a smile on their faces.

What does this mean to anglers? The aim is for anglers to catch more fish and never be forced to give up on their passion.

A lightweight rod means less fatigue and a more enjoyable fishing experience, which is why its latest rod technology – Ultimate Matrix Reinforcement, or UMR – is so important; it enables you to get the most out of your time fishing without compromising your rod's strength and without tiring you out.

ENHANCED STRENGTH WHERE IT MATTERS
Okuma's UMR technology takes an innovative approach to ensuring rod strength while remaining super-lightweight. Every rod has its limitations, however, Okuma has used its vast experience to identify the weakest points of a rod's construction – the areas that are most likely

to break under stress on conventional rods – and applied enhanced reinforcement to strengthen these key points to prevent breaking.

This enables the company to maximise rod strength while minimising weight to ensure your rod is built for any challenge.

HELIOS AIR ROD

One perfect example of this application is the brand's Helios Air Rod; the incorporated UMR rod technology makes the rod much lighter and stronger, which in turn means that each angler's fishing experience is better.

This rod is also equipped with a Winn grip design, Okuma's unique tooling skeleton and a Japanese carbon injection reel seat, SS316 stainless steel and tangle-free frame guides with zirconium inserts, not to mention 40T+46T Toray carbon for an ultra-light and responsive blank construction.

Okuma
www.okumafishing.com

HELIOS AIR ROD SPECIFICATIONS

- 40T+46T Toray carbon, ultra-light and responsive blank construction
- New exclusive psychedelic blank artwork
- UMR: Ultimate Matrix Reinforcement technology
- Seaguide ONE GUIDE design, SS316 stainless steel and tangle-free frame guides with zirconium inserts
- Okuma's unique tooling skeleton reel seat, Japanese carbon injection
- Durable Winn grip design
- Split grip butt design for reduced weight and improved balance
- High quality rod bag

