

2022-2023



RODS

CASTING

Bass are finicky. Bates knows that, and we've designed a line of rods to help you solve the equation. Big pre-spawn lures, soft plastics in the dog days of summer, flipping and pitching the milfoil and hydrilla: for every situation that demands a particular application, we have what you need. Bates rods are made with SK Carbon rod blank technology to provide the right combination of sensitivity and strength, and are equipped with premium Fuji guides as well as soft textured reel seats and EVA foam grips—all of that to give you the highest degree of functionality and feel while on the water.

7'	Medium	Medium Heavy
7'3"	Medium Heavy	Heavy
7'6"	Medium Heavy	



Dealer Price ~ $85

MSRP ~ $169.99

SPINNING

When bigger, traditional lures aren't fooling pressured fish and finesse becomes the game, our spinning rods are just what you need. We've taken the same components and rod technology from our casting rods and applied it to spinning situations so that dropshots, Ned rigs, and smaller swimbaits can all be fished with the function and feel you deserve.

7'	Medium Light	Medium Heavy	
7'2"	Medium		



Dealer Price ~ $85

MSRP ~ $169.99



REELS



CONSTRUCTION

Bates reel frames begin as a single piece of 6061-T6 bar stock aluminum that is CNC precision cut on a 9 axis machine. This is opposed to industry standard die cast practices, making our frames and fittings virtually indestructible. These reels are no plastic toy! Bates reels are also built with the highest quality gears and components, featuring:

- 10+1 sealed stainless steel bearings
- Stainless steel internal parts
- Adjustable magnetic brakes
- Stainless / Titanium drag assembly

ANODIZATION

Each reel is individually anodized for a sleek finish that's ready to fight corrosion. Featured to the right are are anodized pink, copper, and raw aluminum that you'll find in our current lineup of reels, but a full spectrum of colors are available for dealer exclusives (minimum order quantities apply).





FIT & FINISH

Our reels are fitted either with custom cork or EVA foam grip handles and our Bates logo laser engraved into each. A second custom piece can be found recessed into the thumb bar and finished with the logo as well. Every reel comes standard in a neoprene case with our PVC, color matched Bates logo sewn in.

THE G.O.A.T.

This isn't your daddy's bait caster. This is a true marvel of modern ingenuity and craftsmanship. This is the G.O.A.T.
Each reel begins as a solid block of 6061-T6 bar stock aluminum and is cut on our 9-axis CNC machine bringing each shape and specification to life with the highest level of precision technology can achieve. Frames are then assembled and anodized with a clear coat finish so you can see everything the G.O.A.T. is and be sure of everything it isn't. No plastic frames, no poured pieces, no kitschy marketing ploys or the hook of ambiguous technological advancements. In other words, there's no bull, just Bates . . . just the guarantee that our reels are built to last and built to perform.

Details:

- 150 sized frame
- 6.3:1 or 7.1:1Gear Ratio
- CNC precision cut 6061-T6 bar stock aluminum one-piece-body
- 10+1 stainless steel bearings anti corrosion coating
- Mono Line Capacity: 12 lbs / 140 yds, Braided Line Capacity: 30 lbs / 190 yds
- 26" per crank line pickup
- Stainless steel & titanium drag assembly with water tight seal
- Adjustable magnetic brakes
- Laser engraved cork grips and thumb bar
- Titanium crank arm
- Clear anodized anti-corrosion finish
- Custom neoprene reel case
- 20lb Drag



Dealer Price ~ $195

MSRP ~ $299.99

EL JEFE

From the lower Laguna Madre up to Matagorda Bay, down the Brazos and across every lonestar lake, El Jefe was built for “the boss," no matter which water you might rule . Keeping in step with the rest of our Bates line of reels, El Jefe features a solid aluminum frame that’s CNC cut from 6061-T6 bar stock aluminum. It’s equipped with the finest combination of guts and components to give every angler unrivaled performance and reliability. El Jefe is anodized blue and comes standard with our custom cut and sewn neoprene case.

Details:

- 150 sized frame
- 8:1 Gear Ratio
- CNC precision cut 6061-T6 bar stock aluminum one-piece-body
- 10+1 stainless steel bearings anti corrosion coating
- Mono Line Capacity: 12 lbs / 140 yds, Braided Line Capacity: 30 lbs / 190 yds
- 33” per crank line pickup
- Stainless steel & titanium drag assembly with water tight seal
- Adjustable magnetic brakes
- Laser engraved cork grips and thumb bar
- Titanium crank arm
- Blue anodized anti-corrosion finish
- Custom neoprene reel case
- 17lb Drag
- Weight 8 oz
- Available in RH or LH retrieve



Dealer Price ~ $195

MSRP ~ $299.99

ROSA

We know who the real heroes are, and they deserve a reel that works as tirelessly as they do, a reel that just gets stuff done for years without any thanks in return. Women of the world, meet Rosa. She's not a cheaper version painted in pink, she's lacks nothing with respect to performance or good looks. She's crafted with the same dignity, care, and attention to detail as every other reel we make from our 9-axis, CNC precision cut aluminum frame to our custom machined gears, all the way to our anodized finish. But she's not JUST for the ladies! If you find a good man, chances are he has an even better woman by his side. So whether you're the "kick-a" mom wanting to treat yourself to something nice, or the lonely fisher man looking for a lifelong companion, Rosa is the one for you.

Details:

- 150 sized frame
- 7.1:1 Gear Ratio
- CNC precision cut 6061-T6 bar stock aluminum one-piece-body
- 10+1 stainless steel bearings anti corrosion coating
- Mono Line Capacity: 12 lbs / 140 yds, Braided Line Capacity: 30 lbs / 190 yds
- 29" per crank line pickup
- Stainless steel & titanium drag assembly with water tight seal
- Adjustable magnetic brakes
- Laser engraved cork grips and thumb bar
- Titanium crank arm
- Pink anodized anti-corrosion finish
- Custom neoprene reel case
- 18lb Drag
- Weight 8 oz



Dealer Price ~ $195

MSRP ~ $299.99

ABE

"Find a penny. Pick it up, and all day long you'll have good luck." Shiny as new one, and honest as the 'ol Rail Splitter, himself, Abe is sure to serve the modern angler for years to come and probably bring a little luck, too. Good fortune aside, when you see this reel you'll find "picking it up" hard to resist. Abe's low profile frame is fully machined from bar stock aluminum with an anti-corrosion, copper anodized finish. Its guts are a combination of coated aluminum and copper parts with a carbon fiber crank arm to boot. If you want a reel that's tough and trouble-free, pick Abe up, today.

Details:

- 150 sized frame
- 6.3:1 Gear Ratio
- CNC precision cut 6061-T6 bar stock aluminum one-piece-body
- 10+1 stainless steel bearings anti corrosion coating
- Mono Line Capacity: 12 lbs / 140 yds, Braided Line Capacity: 30 lbs / 190 yds
- 26" per crank line pickup
- Stainless steel & titanium drag assembly water tight seal
- Adjustable magnetic brakes
- Laser engraved EVA foam grips and thumb bar
- Carbon fiber crank arm
- Copper anodized anti-corrosion finish
- Custom neoprene reel case
- 20lb Drag
- Weight 7.6 Oz



Dealer Price ~ $195

MSRP ~ $299.99

E.D.C. 3000

Pairing perfectly with our Spinning Series rods is the first reel in our EDC (Every Day Carry) line of products that you can depend on to help catch ALL the fish. This 3000 sized reel features a fully anodized, forged aluminum spool with a 5+1 bearing system and computer balanced rotor made of aircraft grade composite. It also boasts an instant anti-reverse clutch to prevent poor or missed hooksets. Throw it on your favorite spinning rod or any of our preferred Bates spinning rods and enjoy all the benefits this reel has to offer.

Details:

- Size 3000
- 5+1 Ball Bearing System
- Computer balanced, aviation grade rotor
- Interchangeable, diecast aluminum handle with oversized cork grip
- Anti-corrosive shaft
- Instant anti-reverse clutch



Dealer Price ~ $30

MSRP ~ $59.99

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