

RAPALA®

By Ferrario Roberto

Rapala news for 2010.

Here below all the new products that Rapala will introduce next year

Flat Rap® **NEW** Freshwater

You can see the family resemblance at first glance. Then you start to notice the difference in the flat sides and triangle lip. Built of balsa with a slow-rising response on retrieve pause, the Flat Rap swims with a hard-flashing modification of the classic Rapala "wounded-minnow" action. The triangle lip enhances the quicker action while deflecting off obstacles in its way. Each Flat Rap is hand-tuned and tank-tested to ensure it embodies the fish-catching action Rapala is known for.



SPECIES: All Freshwater Species
TECHNIQUE: Casting & Trolling
RECOMMENDED LINE: Sufix Elite
RUNNING DEPTH: 2' - 5'
RECOMMENDED KNOT:

	Model No.	Body Length	Weight	Treble Hooks
NEW	FLR08	3 1/8"	1/4 oz	Two No. 5
NEW	FLR10	4"	3/8 oz	Two No. 3

COLOR CHOICES:

CH-Chrome; **CLN**-Clown ; **FT**-Firetiger ; **HSS**-Hot Steel; **HT**-Hot Tiger ; **OPSD**-Original Pearl Shad; **P**-Perch ; **PDS**-Purplescent; **PGS**- Pearl Grey Shiner; **S**-Silver; **SB**-Silver Blue ; **YP**-Yellow Perch

MaxRap™ **NEW** Freshwater and Saltwater

Tip to tail everything about the MaxRap is premium. Designed for maximum casting distance, the MaxRap features an aerodynamic shape that combines with its patented internal MaxCast mechanism to deliver unbelievable distance in each cast. Complemented with every imaginable maximum feature like laser-engraved scales, VMC Spark Point hooks and superior quality components. Rip it for darting, wild searching action or straight retrieve for hard-flashing "wounded minnow" Rapala wobble. Discriminating anglers demand the best. Demand the MaxRap.



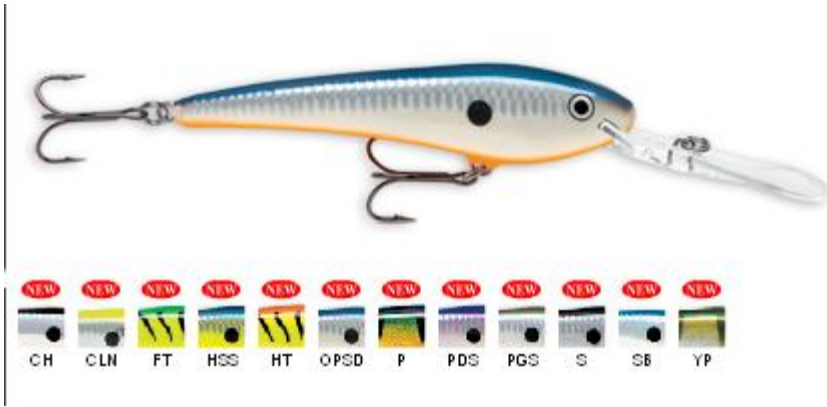
SPECIES: All Species
TECHNIQUE: Casting
RECOMMENDED LINE: Sufix Elite
RUNNING DEPTH: 1' - 2'
RECOMMENDED KNOT:

	Model No.	Body Length	Weight	Treble Hooks
NEW	MXR13	5 1/4"	1/2 oz	Three No. 6

COLOR CHOICES:
FAYU-Flake Ayu; **FB**-Flake Blue; **FG**-Flake Green; **FHB**-Flake Hot Blue; **FHC**-Flake Hot Chartreuse; **FPGH**-Flake Purple Ghost; **FRH**-Flake Red Head; **FS**-Flake Silver;

Trolls-To-Minnow™ **NEW** Freshwater

The concept is simple. And so is fishing them. Engineered to troll at specific, high-percentage target zones. Simply let out 100 feet of 10lb. Sufix mono and the baits obediently dive to their depth and hold. Flat sides create a fast-working action. Using Sufix 10/4 Superline will achieve a 25% increase in depth. Available in Shad and Minnow profiles with rattle that attracts fish in open water like no other.



SPECIES: Walleye
TECHNIQUE: Trolling
RECOMMENDED LINE: Sufix Mono or Superline
RUNNING DEPTH: 15' - 20'
RECOMMENDED KNOT:

	Model No.	Body Length	Weight	Treble Hooks
NEW	TTM15	3 1/2"	1/2 oz	Two No. 3
NEW	TTM20	4 3/8"	5/8 oz	Two No. 3

COLOR CHOICES:
CH-Chrome; **CLN**-Clown ; **FT**-Firetiger ; **HSS**-Hot Steel; **HT**-Hot Tiger
; **OPSD**-Original Pearl Shad; **P**-Perch ; **PDS**-Purpledescent; **PGS**-
Pearl Grey Shiner; **S**-Silver; **SB**-Silver Blue ; **YP**-Yellow Perch

DT[®] Thug[™] **NEW** Freshwater

Meet the DT's tough little cousin. Venturing into the rugged neighborhoods, the DT Thug is ready to kick butt, bouncing off rocks, grinding on the bottom and rippin' through the thickest of weeds. This little bully is versatile enough to fish no matter the conditions, including lousy. Swimming with a hard action, high vibration variation of the classic Rapala swimming action, the DT Thug is out there to pick fights with the biggest of Bass and other major game fish



SPECIES: Bass
TECHNIQUE: Casting
RECOMMENDED LINE: Sufix Elite
RUNNING DEPTH: 4' - 8'

RECOMMENDED KNOT:

	Model No.	Body Length	Weight	Treble Hooks
NEW	DTTSS2	1 1/2"	3/8 oz	Two No. 6

COLOR CHOICES:

BLP-Blue Pearl; **BOS**-Bleeding Olive Shiner; **BRBN**-Brown Bone; **CPS**-Chartreuse Purple Shiner; **CSD**-Chartreuse Shad; **CTB**-Chartreuse Brown; **CTL**-Chartreuse Lime; **CW**-Crawdad ; **FT**-Firetiger ; **GRSD**-Green Shad; **HLSD**-Helsinki Shad; **OPSD**-Original Pearl Shad; **PGS**-Pearl Grey Shiner; **PRT**-Parrot ; **RCW**-Red Crawdad ; **RSD**-Regal Shad;

Trolls-To™-Shad **NEW** Freshwater

The concept is simple. And so is fishing them. Engineered to troll at specific, high-percentage target zones. Simply let out 100 feet of 10lb. Sufix mono and the baits obediently dive to their depth and hold. Flat sides create a fast-working action. Using Sufix 10/4 Superline will achieve a 25% increase in depth. Available in Shad and Minnow profiles with rattle that attracts fish in open water like no other



SPECIES: Walleye

TECHNIQUE: Trolling

RECOMMENDED LINE: Sufix Mono or Superline

RUNNING DEPTH: 15' - 20'

RECOMMENDED KNOT:

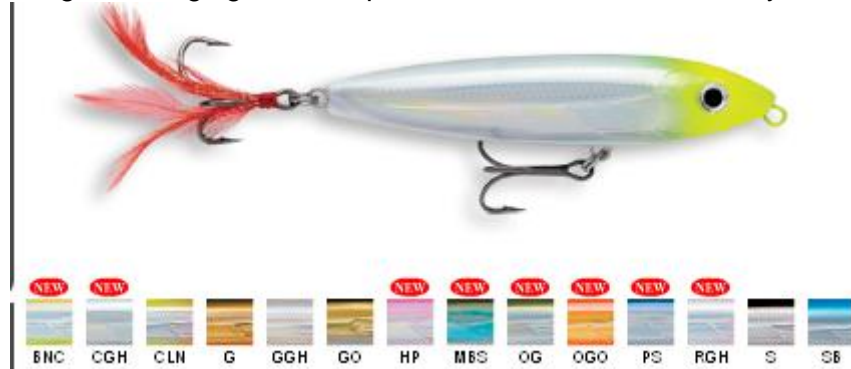
	Model No.	Body Length	Weight	Treble Hooks
NEW	TTS15	2 3/4"	3/8 oz	Two No. 4
NEW	TTS20	3 1/8"	5/8 oz	Two No. 3

COLOR CHOICES:

CH-Chrome; **CLN**-Clown ; **FT**-Firetiger ; **HSS**-Hot Steel; **HT**-Hot Tiger ; **OPSD**-Original Pearl Shad; **P**-Perch ; **PDS**-Purpledescent; **PGS**-Pearl Grey Shiner; **S**-Silver; **SB**-Silver Blue ; **YP**-Yellow Perch

X-Rap® Walk **NEW** Saltwater

Toss it out. Pump. Reel. Pump. Reel. You're Walking-The-Dog. With Rapala it's that easy. This extreme side-to-side topwater action lure will keep your head spinning. Featuring the classic X-Rap finishes that will torment any species of fish, this topwater delight is bringing the X-Rap attitude to new levels. Brace yourself.



SPECIES: Stripers, Tarpon, Blues, Kings, Peacock Bass, Snook

TECHNIQUE: Casting

RECOMMENDED LINE:

RUNNING DEPTH: Topwater

RECOMMENDED KNOT:

	Model No.	Body Length	Weight	Treble Hooks
NEW	XRW09	3 1/2"	9/16 oz	No. 3 & 4
NEW	XRW11	4 3/8"	7/8 oz	No. 1 & 2
	XRW13	5 1/4"	1 1/4 oz	Two No. 1/0

COLOR CHOICES:

BNC-Bone Chartreuse; **CGH**-Chartreuse Ghost; **CLN**-Clown ; **G**-Gold ; **GGH**-Glass Ghost ; **GO**-Gold Olive; **HP**-Hot Pink ; **MBS**-Moss Black Shiner; **OG**-Olive Green ; **OGO**-Orange Gold Orange; **PS**-Purple Shad; **RGH**-Red Ghost; **S**-Silver; **SB**-Silver Blue ;

8" AlumaPro™ Pliers **NEW**



Rugged, ultra lightweight & superior corrosion resistance. Aluminum construction with a comfortable, ergonomic design. External hardened carbon steel cutter cuts right through braided line. Internal spring and deluxe sheath.

Fisherman's Cap Light **NEW**



Designed specifically for anglers, the wide vision L.E.D.s concentrate light where an angler needs it most, in and around the boat. Dual mode includes long-range spot focus for navigating the way. 3 L.E.D.s. 20 Lumens. Two modes: 1 L.E.D. spot focus up to 20 yard distance with a 50 hour run time, or 2 L.E.D. 65 degree wide vision up to 10 yards with a 25 hour run time. Pivots up and down. Water-resistant. 2 lithium coin batteries included.

Charge 'n Glow **NEW**



Charges glow hard baits, soft baits, spoons & jigs. Push button power. Spring loaded case with lock. 8 L.E.D. bulbs. 28 lumens. Powered by 3 AAA batteries (not included).

Rapala[®]
rapala.com