

**BASS** IMX BASS

**IMX**

Given all the new technology available to today's bass fisherman, the game has changed dramatically! That doesn't mean we just dial up a technique, grab the appropriate lure and catch fish, but there are a lot of options today that didn't exist 20 years ago. Since 1985, when we started out with regular graphite, we've introduced several new, high performance products, but it was IMX that put us on the map as the leader in graphite technology. It was one of the first materials with a higher modulus and higher tensile strength, which to the angler, meant a rod that was noticeably lighter, far more sensitive and a lot stronger. Thanks to major improvements in IMX technology and new concepts in rod designs, we've taken it to a whole new level. This new IMX Series of bass rods will provide you with the ultimate in weight reduction, sensitivity and strength. We've included the best of the best in this new series; innovative new actions, more ergonomic handle designs and an IMX that almost lets you feel the fish watch your bait!



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Family	Model	Length	Handle	Pcs	Line Weight	Lure Weight	Action	Power	Price	Item #	Item UPC
Jig & Worm Casting	IMX 802C JWR	6'8"	A	1	10-14	1/8-3/8	XFast	Medium	\$295	12306-01	601040123065
	IMX 803C JWR	6'8"	A	1	12-16	3/16-5/8	XFast	MedHeavy	\$295	12307-01	601040123072
	IMX 804C JWR	6'8"	A	1	14-20	5/16-3/4	XFast	Heavy	\$295	12308-01	601040123089
	IMX 852C JWR	7'1"	B	1	10-14	1/8-3/8	XFast	Medium	\$295	12309-01	601040123096
	IMX 853C JWR	7'1"	B	1	12-16	3/16-5/8	XFast	MedHeavy	\$295	12310-01	601040123102
	IMX 854C JWR	7'1"	B	1	14-20	5/16-3/4	Fast	Heavy	\$295	12311-01	601040123119
	IMX 855C JWR	7'1"	B	1	17-25	1/4-1	Fast	XHeavy	\$295	12421-01	601040124215
	IMX 893C JWR	7'5"	C	1	12-16	3/16-5/8	XFast	MedHeavy	\$295	12422-01	601040124222
	IMX 894C JWR	7'5"	C	1	14-20	5/16-3/4	XFast	Heavy	\$295	12423-01	601040124239
Jig & Worm Spinning	IMX 802S JWR	6'8"	H	1	6-12	1/8-3/8	XFast	Medium	\$295	12312-01	601040123126
	IMX 803S JWR	6'8"	H	1	8-14	3/16-5/8	XFast	MedHeavy	\$295	12313-01	601040123133
	IMX 852S JWR	7'1"	H	1	6-12	1/8-3/8	XFast	Medium	\$295	12429-01	601040124291
	IMX 853S JWR	7'1"	H	1	8-14	3/16-5/8	XFast	MedHeavy	\$295	12314-01	601040123140
Mag Bass Casting	IMX 783C MBR	6'6"	A	1	10-17	1/4-3/4	Fast	MedHeavy	\$295	12440-01	601040124406
	IMX 843C MBR	7'	B	1	10-17	1/4-3/4	Fast	MedHeavy	\$295	12441-01	601040124413
	IMX 844C MBR	7'	B	1	12-20	1/4-1	Fast	Heavy	\$295	12442-01	601040124420
Carolina Rig Casting	IMX 873C CRR	7'3"	C	1	12-17	1/4-3/4	Fast	MedHeavy	\$295	12315-01	601040123157
Flip/Punch Casting	IMX 904C FPR	7'6"	D	1	12-25	1/4-1	Fast	Heavy	\$295	12305-01	601040123058
	IMX 954C FPR	7'11"	D	1	17-25	1/4-1	Fast	Heavy	\$295	12424-01	601040124246
	IMX 955C FPR	7'11"	D	1	20-25	3/8-1 1/4	Fast	XHeavy	\$295	12317-01	601040123171
	IMX 956C FPR	7'11"	D	1	20-30	1/2-1 1/2	Fast	XHeavy	\$295	12318-01	601040123188
Swimbait Casting	IMX 904C SWB	7'6"	D	1	12-25	1/2-3	ModFast	Medium	\$295	12326-01	601040123263
	IMX 955C SWB	7'11"	G	1	15-30	2-6	ModFast	MedHeavy	\$310	12325-01	601040123256
	IMX 956C SWB	7'11"	G	1	25-45	3-8	ModFast	Heavy	\$310	12425-01	601040124253
	IMX 957C SWB	7'11"	G	1	25-60	4-10	ModFast	XHeavy	\$315	12426-01	601040124260
Umbrella Rig Casting	IMX 915C UBR	7'7"	D	1	40-65braid	2-6	Fast	Heavy	\$315	12427-01	601040124277
	IMX 916C UBR	7'7"	D	1	50-80braid	3-8	Fast	XHeavy	\$315	12428-01	601040124284
Spinnerbait Casting	IMX 812C SBR	6'9"	E	1	10-17	3/8-1/2	Fast	Medium	\$295	12323-01	601040123232
	IMX 813C SBR	6'9"	E	1	12-20	1/2-3/4	XFast	MedHeavy	\$295	12324-01	601040123249
DropShot Spinning	IMX 820S DSR	6'10"	H	1	4-8	1/8-3/8	XFast	MagLight	\$295	12320-01	601040123201
	IMX 822S DSR	6'10"	H	1	6-12	3/16-1/2	XFast	MagMed	\$295	12321-01	601040123218
ShakyHead Spinning	IMX 822S SYR	6'10"	H	1	8-12	1/8-5/16	XFast	MagMed	\$295	12361-01	601040123614
Topwater Casting	IMX 802C TWR	6'8"	F	1	8-15	1/4-3/8	Fast	Medium	\$295	12327-01	601040123270
Jerkbait Casting	IMX 812C JBR	6'9"	F	1	8-15	1/4-3/8	Fast	Medium	\$295	12322-01	601040123225

IMX Bass Rod Handles



Handle	Rear Grip	Fore Grip	Overall
A	8.75"	1.25"	15.00"
B	9.75"	1.25"	16.00"
C	10.25"	1.25"	16.50"
D	10.50"	2.25"	18.00"
E	9.25"	1.25"	15.50"
F	8.25"	1.25"	14.50"
G	12.50"	2.25"	20.00"
H	8.75"	1.50"	14.50"

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## IMX Bass Unique Features:

- As much as 15% lighter than equivalent IMX® Classic Rods
- New, slender, ergonomic handle contours for more comfort and control
- Actions mirror those of our flagship NRX® series
- Fuji® K-Frame guides help protect tip-section from braided line wrap

Jig & Worm Rods - Casting IMX 802C JWR	A sneaky powerful butt-section with a slightly softer tip makes this a great rod for fishing lighter jigs and small worms. It's perfect for ¼-ounce jigs in clear or shallow water and it makes a good cross-over rod for small to medium-sized spinnerbaits and topwaters if you want one rod that can do a lot of different applications. Thanks to IMX, it's really light, strong and very sensitive!
IMX 803C JWR	About the most universal action we make in bass casting rods! An excellent blend of power and sensitivity for fishing small to medium-sized plastics and jigs. The extra-fast tip makes it extremely accurate with all the power you need to pull big fish away from snags, rocks and weeds. IMX technology makes it easy to know what's happening at the end of your line and that's a huge advantage!
IMX 804C JWR	A no-holds-barred power rod for fishing jigs and soft plastics in heavy cover or tight spaces where short, accurate casts make the difference between success and failure. It's light enough to fish all day and thanks to IMX, won't wear you out! A great choice for big bass in moderately deep water.
IMX 852C JWR	When you're fishing clear water lakes and rivers where long casts are required to successful, this rod has the extra length to create more tip-speed for increased casting distance and positive hook sets and still protect light line. When you need to downsize your baits, this rod can handle it. IMX makes light and sensitive with surprising power!
IMX 853C JWR	One of our most versatile bass rods! It has a nice, moderately stiff tip that will allow you to cast mid-range soft plastics and jigs in fairly heavy cover. It's got enough power to drive the hook through a plastic worm with minimal effort. At 7'1", it generates higher tip-speed that will increase casting distance with plenty of oomph to make positive hooksets in deep water. IMX continues to push the envelope with surprising power-to-weight ratios and impressive sensitivity! The bass never had a chance!!
IMX 854C JWR	A powerful big bass, big bait casting rod. A fast-action stick designed specifically for fishing big fish in heavy cover with plenty of power to set the hook and move a big fish from cover before it knows what hit him. IMX makes it nice and light for so much power and it's very sensitive! It could be our best all-around power stick!
IMX 855C JWR	Where there lots of brush or trees... there are usually a lot of bass... big bas! This rod will help you not only get to them, but get them to the boat. It will move the hook when you swing and that means more hook-ups. Its magnum power moves fish from the heaviest of cover so don't fear the thick stuff. Let this IMX powerhouse do the work for you!

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IMX 893C JWR	We took one of our most popular bass rods and extended the length to make it even better, especially for deep-water applications! With a dynamic, medium/heavy power-rating to fish a broad range of baits, this rod creates exceptional tip-speed to increase casting distance, but more importantly, provide more control for the angler, deep or shallow. IMX makes it sensitive, we give it fishability!
IMX 894C JWR	This could be the perfect all around big bass, big bait, magnum pitching stick. It features a fast-action for increased power and control, plus the extra length makes it an exceptional deep-water rod. There's something special about a rod that casts easily, loads quickly and sets the hook with authority without feeling heavy. That's the beauty of IMX and it's about as sensitive as you can imagine!
Jig & Worm Rods - Spinning IMX 802S JWR	When the water's clear and you need to go to smaller baits and lighter line to be successful, this is an excellent choice. It will handle 6 to 8-pound line and still give you a surprisingly positive hookset. It's a really good option for fishing finesse baits for largemouth, spots or smallies. IMX makes it light and sensitive, we make it sneaky powerful which makes you a successful angler.
IMX 803S JWR	A versatile, fast-action spinning rod for fishing small to medium-sized jigs and a variety of soft plastic baits. It handles 8 to 10-pound line nicely and has a surprisingly powerful butt-section. It's a great choice for skipping baits under docks and gives you a lot of options for fishing different types of water. As good an all-around bass spinning rod as you'll find with plenty of power to fish light to moderate cover. IMX makes it very light and ultra-sensitive!
IMX 852S JWR	This rod features a little extra length for fishing deep, clear lakes. It's a good choice for light jigs, smaller worms or dragging tubes. The soft tip and powerful butt makes it a great rod for fishing unweighted, soft-plastic baits and topwaters. The tip is light, but you can still make nice, long casts and still pull even the biggest surprises away from cover. A great all around smallmouth rod!
IMX 853S JWR	A great medium-heavy spinning rod designed to fish soft plastics and small to medium-sized jigs. The extra length allows you to really cover some water. It provides powerful hooksets, making it a good choice for heavier cover, especially in deeper water. A great all around spinning rod for the angler that prefers spinning to casting or just wants to use lighter baits and lighter line. IMX gives it that extra special feeling and touch.
Mag Bass Rods - Casting IMX 783C MBR	A 6'6" casting rod that features a moderately fast action for fishing a number of lure types and techniques. Covers the gamut... from spinnerbaits, topwaters and jerkbaits to jigs, worms and small creature baits. If you are looking for one rod to do many things, this is an excellent choice and thanks to IMX technology, it's light, extremely sensitive and strong. A great all-around bass casting rod.

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IMX 843C MBR	In this day and age of specialization, this 7-foot casting rod will save you a lot of energy when it comes to selecting the right rod for your fishing style. In fact, if you could only buy one rod to fish bass, whether they're largemouths, smallmouths or spotted bass, this is the one we'd recommend! You can fish jigs, worms, spinnerbaits, topwaters, jerkbaits or small swimbaits - shallow or deep - even large cranks and lipless baits! it will amaze you with it's versatility. It's not a "one rod" answer for everything bass fishing because you'll find yourself wanting five or six of them! It's light, responsive, powerful and really sensitive!
IMX 844C MBR	If you want a rod for fishing big jigs, worms, Carolina rigs, medium-sized swimbaits and even swimbaits, this 7-footer will handle them all. It's got magnum power, but with a slightly softer flex that makes it easy to cast and a little more forgiving on the hookset. It will handle up to 20-pound line and move big fish away from trouble with ease and thanks to IMX technology it's light, very sensitive and incredibly powerful. A very versatile big fish rod!
Carolina Rig Rods - Casting IMX 873C CRR	Designed to fish soft plastics behind a heavy sinker to maintain positive contact with the bottom and create a lot of commotion. Now that you've got the bass's attention, the next thing to come along is the meal and it's hard to resist. Sometimes it can be difficult to feel the bite because of all that weight ahead of the lure, but IMX allows you to feel everything that happens to your bait... EVERYTHING!! The extra length helps you with positive hook-sets and allows you to move more line without using the reel.
Flip/Punch Rods - Casting IMX 904C FPR	Getting up close and personal with a big bass is one thing, getting him to bite might not be so hard, but getting to the boat can be a different story. He's doing everything he can to stay in that brush pile, with this rod, you can give him the "no treatment" and pull him right away from the cover. It's a stout rod designed with a dynamic tip for line control and spot on accuracy. Thanks to IMX, it's light enough to cast all day with minimal fatigue and very sensitive.
IMX 954C FPR	A longer version of our best all-around flip/punch rod. The extra length gives you more range and exceptional line and lure control so you can stay out a little further from the cover. A real plus when the fish get finnick. Equally effective with a jig or soft plastic bait, this rod will give you total confidence when fishing the thick stuff! IMX makes it light and oh so very sensitive.
IMX 955C FPR	A great rod when the fish are back in the brush or the back edge of the weeds and you need a little extra line to reach them. Thanks to IMX, it's surprisingly light for a rod with all that extra power and length. It also handles heavier baits which is a plus when you're trying to punch a jig through the thick stuff. A popular rod for tournament anglers everywhere.
IMX 956C FPR	When you need a rod with more guts to pull a big fish through the thickest cover, this is the one you want! It's our power flipping stick made for the thick, junky brush piles and tree tops. It is sneaky powerful, but thanks to IMX still incredibly lightweight and talk about a sensitive piece of equipment... it's hard to imagine a rod so powerful can be so light and yet so sensitive! When that big bass says "no!" you can say "yes I can!"

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SwimBait Rods - Casting IMX 904C SWB	A medium-power swimbait rod designed primarily for the smaller baits and open water applications. It's light for all the power it generates. Thanks to IMX, it's very sensitive and casts smaller baits as far as you can imagine. You'll feel even the most subtle takes with this rod and when the big bite comes you'll have all the power you need!
IMX 955C SWB	When you start using large baits, this rod will be a big help. Designed to fish either soft plastic or hard baits in the 6"-8" range this rod will not only surprise you with all the power it generates, but thanks to IMX, it's really light. It has a medium-stiff tip for making long casts to help you cover a lot of water and keep the bait in the zone longer. Probably our best all-around swimbait rod.
IMX 956C SWB	Designed to fish large baits and heavier line, this rod is at the upper range in our lure and line-ratings. A great choice for most big fish situations. Will handle fairly large baits with more than enough backbone to set the hook and handle a giant should you be so lucky. A great choice for staying back, well off the points and launching long casts, you can feel all the action on your swimbait and even the softest strikes thanks to IMX.
IMX 957C SWB	If you're the angler that chases really giant bass, you want a rod that will get the bait to the bass and then get the bass to the boat. There are a lot of options for swimbait rods, but when you're after a real monster and want to fish big, over-size baits, this rod will get the job done, every time! Thanks to IMX, it's a lot lighter than you would expect and you'll feel everything your baits doing down there, especially when it gets bit. A great power rod!
Umbrella Rig - Casting IMX 915C UMB	Fishing an umbrella rig is kind of like casting a brush pile, but it doesn't have to be difficult. This rod is designed with a smooth, progressive power taper that allows the rod to unload without buckling the tip. It's designed to fish the smaller umbrella rigs, but still has more than enough power to handle big fish. IMX makes it incredibly sensitive so there's no doubt about what you feel at the end of the line. It's got all the power you need and just enough length to manage long, accurate casts and still enjoy fishing it all day long!
IMX 916C UMB	Love it or hate it, the umbrella rig is extremely effective, but you can't use just any rod to fish it. The longer rods buckle with all that extra weight, giving you fits at the reel. We designed this rod specifically for fishing umbrella rigs. The tip is soft enough to load, yet stiff enough that it doesn't over-flex. IMX makes it nice and light plus its very sensitive so you can feel if the baits are swimming right. For positive line and lure control, strength and confidence, we recommend using braided line. One thing for sure, if 3-5 hunks of wire and a handful of swimbaits don't spook the bass, then braided line is not an issue.
SpinnerBait Rods - Casting IMX 812C SBR	Designed with a dynamic action especially for fishing spinnerbaits, this is our best all around rod in the category. Made to fish mid-range spinnerbaits, it features a nice combination of power and sensitivity. Make all the casts... short, long, under limbs, over laydowns, drop it into the holes, it won't make any difference. This is a great all-around spinnerbait rod and you'll be surprised how sensitive IMX makes it. A whole new experience and you can feel it every time the blades turn.

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IMX 813C SBR	When it's time for a more powerful stick for slow-rolling big baits in deep water or bulging big blades over the grass, this is an excellent option. It's features a stiffer tip with more overall power for fishing heavy line. When the fish are in the thick stuff and you need more control, this is the rod and IMX makes it very sensitive and sneaky light for so much power.
DropShot Rods - Spinning IMX 820S DSR	An amazingly light tip with a subtle power in the butt-section, this rod is just what the doctor ordered for light-line, small bait drop-shotting. It's designed for fishing open water where all you're concerned about is getting the bite, not the cover. The rod is unique in that you really don't need to set the hook. All you have to do is make a couple of quick cranks and lift, the rod does all the rest. Thanks to our IMX technology, it's really light and really sensitive, allowing you to feel even the lightest bite!
IMX 822S DSR	When you need to beef up your line a bit for deeper water and fishing submerged trees, this is a great choice. It mirrors the action of our lighter dropshot rod with slightly more power to help you move fish away from the cover. The taper is still progressive, but the tip and the butt-section are a couple of notches stiffer so you can use a little larger bait, a little more weight and heavier line. IMX makes it very light and really sensitive so you can enjoy a full day on the water with minimal fatigue and still feel every strike, no matter how subtle!!
ShakyHead Rod IMX 822S SYR	A nice feeling, medium-power spinning rod designed for fishing heavier ShakyHead rigs in lakes where there's a little more cover or you need to fish a little deeper. You can get away with a little heavier line and slightly heavier jig set up to help maintain positive lure control and constant contact with the bottom. IMX makes this rod very sensitive and noticeably lighter. It's a great all-around spinning rod!
TopWater Rods - Casting IMX 802C TWR	A good all around topwater rod designed for most topwater baits around brush, stick ups, docks or chunk rock. It features our proprietary progressive taper along with a unique mid-flex tip design, giving you uncanny accuracy and lure control and has a surprisingly powerful butt-section for moving big fish to the boat. IMX makes it light and responsive!
JerkBait Rods - Casting IMX 812C JBR	Although the same line/lure ratings as the 6'3" version (JBR752C), the extra length of this rod gives you more tip speed to increase casting distance and allow you to fish deeper water more effectively. You can move the bait faster and more aggressively so you can cover more water. It is especially helpful when you want to stay back off the fish because of clear water or the fish are just plain spooky.