New Bass Pro Shops Signature Series. America's leading outdoor retailer with an incredible array of apparel, footwear, and gear for outdoorsmen and women across the country—including the real you hold in your hands.

Congratulations. Fish the ýnest.

It took decades of development to produce this reel. It's the premier combination of innovation and quality. You can trust the precision engineering before you ever make your first cast—because Johnny Morris doesn’t put his name on anything but the best.

Frustrated with the lack of premium fishing tackle in local stores, Johnny rented a trailer in 1971 and set out on a cross-country tour to purchase the country’s ýnest fishing tackle. He’s been changing the fishing industry ever since. In 1974, he printed and mailed the ýirst Bass Pro Shops catalog. Four years later, he introduced the BASS TRACKER® and revolutionized the industry with the ýirst boat, motor, and trailer package ever offered to anglers.