

So what is meant by butt authority?



No, we don't mean a connoisseur of the human posterior. We're talking about one of the most important design factors in creating a new high performance, fast action fly rod. Butt authority is the result of carefully formulating just the right amount of stiffness in a rod's butt section versus the tip section. Too much, and you've created a club. Too little and you've got a noodle. Let Sage introduce you to the perfect balance.

Presenting the new XP Series, the redefinition of performance in fast action fly rods. Of course they still generate high line speed for long casts, but they also feel lively and active when fishing in close. Designed for anglers with a quick, compact casting stroke, these rods deliver a more connected feeling throughout the stroke, making the XPs easier to handle and more rewarding to cast than any other fast action fly rod out there. Pick one up and you'll discover that Sage is, well, the authority on butts.

INTRODUCING THE NEW FAST ACTION **XP** SERIES

SAGE

Perfecting Performance **Again**

For more information contact the experts at your local Sage dealer or visit us at www.SAGEflyfish.com, e-mail us at Sage@SAGEflyfish.com or call 800-533-3004.

40 million years of evolution versus fourteen



After roaming the oceans for 40 million years or so, a fish tends to learn a thing or two. Like how not to become extinct. Somewhere between the Mesozoic and Cenozoic eras, the prehistoric tarpon had to adapt. It developed huge fins for tremendous speed, it changed color to blend in with the ocean floor, and it figured out how to be downright difficult to catch on a fly rod.

Then came Sage. Fourteen years ago, Sage transformed fly fishing by designing a rod specifically suited to the needs of the saltwater angler. Our latest achievement: the RPLXi, a highly evolved saltwater fly rod. The RPLXi Series is engineered with an enhanced action to deliver better loop control, quicker loading and tremendous lifting capabilities. It allows anglers to cast and fish effectively to all saltwater species, even in windy conditions.

So, if you're looking to outsmart the wily tarpon and other big game fish, the RPLXi is your natural selection.

RPLXi: THE WORLDWIDE STANDARD IN BIG GAME FLY RODS

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Surprise 'em with your hidden power



You peek through the willows and, there! You've spotted him—a big, fat brownie, holding snug against the bank, patiently sipping baetis duns. He's a good 40 feet away, but get any closer and he'll spook. Now, this trophy brown didn't get that big by being stupid, so it's gonna take the perfect cast to trick him.

On any other day he's just another uncatchable fish, but today you have a secret weapon: Sage's silky-smooth, medium-fast action SP. Most medium and medium-fast action fly rods have a limited casting range because of their slower flexing motion, but Sage's SP Series rods feature a "hidden power" that gives anglers the ability to make long, accurate casts. Engineered with advanced Graphite IV and our exclusive Durascrim™, the SP's generate increased line speed for extra distance, while still delivering the light, delicate presentation needed to fool even the spookiest fish. It's the ideal blend of power and finesse. So, cast confidently and carry an SP, you may even surprise yourself.

SP: SAGE'S SILKY-SMOOTH, MEDIUM-FAST ACTION FLY ROD

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That's the rod talkin'

Pick up the new XP and suddenly your stroke is sweeter. Your accuracy and distance improve. And somehow you can judge the length of your cast just by the amount of flex in the rod. Well, that's the rod talkin'.

Sage's new high performance XP Series speaks to the needs of fishermen who favor fast action rods. The lighter weight and narrower profile of the XP rods allow them to generate high line speeds for long casts yet still feel lively and active when fishing in close. In fact, this Series will make ultra-stiff, tip-casting rods obsolete because the newly designed XP action delivers a steady, fluid motion that truly connects anglers to their rods like never before.

So the next time you're fishing your favorite riffle, wondering just how far to cast your nymph upstream to hook that 4-pound rainbow, listen closely because the rod will tell you.

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