



ACCESSORY SPOTLIGHT

BAD RIVER QUICK RANGE

High-tech gear is an integral part of bowhunting. Significantly better bows, arrows, broadheads, sights, treestands, scent-control clothing, scouting cameras, GPS units, Internet-based

aerial mapping programs and a whole lot more are now a part of the fabric of what we do.

Recently, one of the biggest changes of all has been the advent of quality laser rangefinders. Knowing the exact distance to your target is

often a key element in bowhunting success, and high-tech laser rangefinders have made it much easier to establish that distance.

But high-tech isn't always the best route.

There are times, for example, when even the finest and most expensive laser rangefinder is useless. Imagine a big buck walking through the trees toward you. You can't really whip out your expensive laser rangefinder for

a precise reading in that situation for fear that your movements will be spotted. Or, let's say that you've already come to full draw, and then the buck walks closer or steps farther away. You can't let down and drag out that rangefinder again. Yes, you may have pre-lasered various trees and stumps beforehand, but what if that buck isn't standing next to one of those stumps?

Bad River Outdoors, a firm headed up by a pair of Michigan bowhunters, is offering a solution. That solution is the Bad River Quick

Range. The Quick Range is a hands-free, easy-to-use-even-at-full-draw, low-cost bowhunting rangefinder.

There are plenty of bowhunters that can't quite swing the funds for a fancy high-tech laser rangefinder. The darn things aren't cheap. The price tags on most laser rangefinders average somewhere between \$250 and \$500. That's a chunk of change. The Bad River Quick Range has a manufacturer's suggested retail of \$19.95. That's welcome relief.

In addition, the Quick Range is simplicity itself. The standard Quick Range model is essentially a clear acrylic half-plate that mounts easily onto your existing sight with reliable double-stick tape. To use, all you do is look through your sight and the plate, and bracket the game with the easy-to-see step-down Quick Range graduations. First, place the bottom-most horizontal line of the Quick Range on the belly line of your target. Then glance at the middle of your target's back and read the appropriate yardage. Each graduation is clearly numbered. If that buck fits—from belly to back—in the number-three graduation, he's 30 yards away. If he fits in the number-four graduation, he's 40 yards away. If he fits in between the three and four graduation, he's 35 yards away.

That's how the Quick Range operates. It's ridiculously easy. Now, before you too rapidly dismiss the Quick Range as some low-tech gimmick, stop and think a minute. The Quick Range works. The more you use it, the better you get with it. If you can't afford a laser rangefinder, the low-cost Quick Range is light years ahead of simply trying to guess the distance. And even if you have taken the plunge and laid down a pile of dollars for a laser rangefinder, the easy-to-use Quick Range is still a smart idea as a supplement to that high-tech wonder tool. In fact, the innocuous Quick Range will allow you to cover those bases a laser rangefinder just can't. Use your laser



Bad River Quick Range Extreme



Bad River Quick Range

rangefinder when you can. It's great. But a laser rangefinder can't be used when the movement of its use might be noticed and it also can't be used while you're at full draw and the target is moving. In those oh-so-common situations, keep the laser rangefinder in your pocket, use the Quick Range and make the shot. Used as an affordable replacement for a laser rangefinder or as a supplement to a laser rangefinder, the Bad River Quick Range becomes a valuable tool in any bowhunting arsenal.

There is, as you can imagine, a mountain of math behind the Bad River Quick Range. The size of its step-down bracketing graduations have been precisely calculated by a complex computer program. When you purchase a Quick Range, the first thing you'll do is indicate your draw length. The distance your eye is from the Quick Range (in a sense your draw length) will determine how effective those graduations are. Quick Range models are available for 23-26 inch draw lengths and for 27-31 inch draw lengths. Next, you'll indicate what big-game animal you plan to hunt. Elk are bigger through the chest than deer. Quick Range models are offered for deer, elk, antelope and even caribou, with each model corresponding exactly to the chest size of those animals. For deer and antelope hunters, the graduations are set for 20, 30 and 40 yards. For elk and caribou, they're locked into the more appropriate spread of 30, 40, 50 and 60 yards.

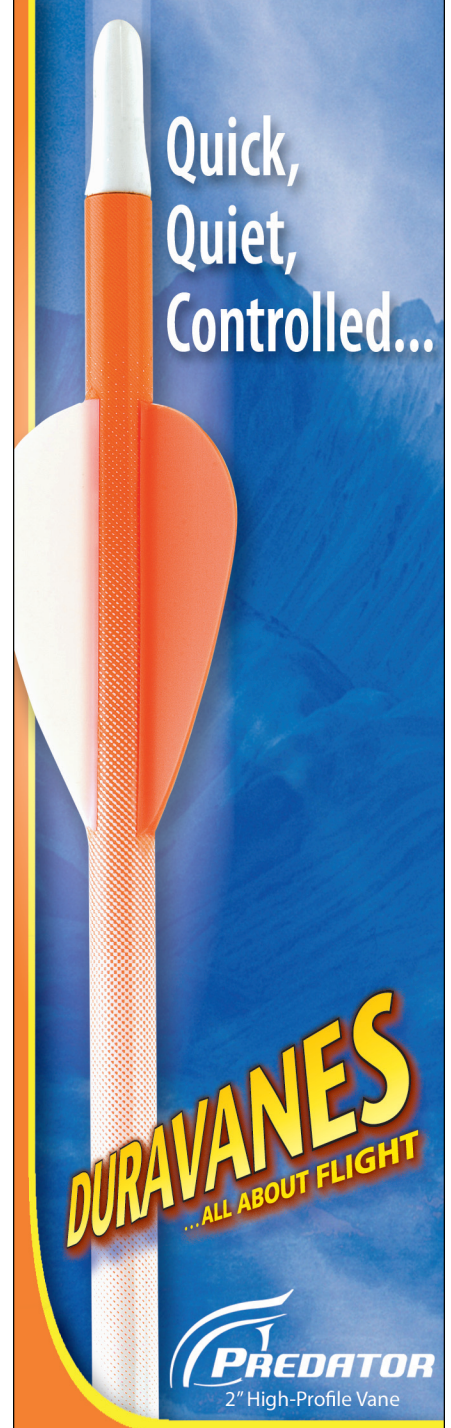
Bad River Outdoors now also offers a Quick Range Extreme model. The Bad River Quick Range Extreme is an aluminum outline version of the standard acrylic model. The Extreme

units attach to a sight with two quick-detach screws. That system allows you to conveniently switch between deer, elk, antelope and caribou Quick Range modules. You should also know that there are two additional benefits to be derived from the Extreme units. Within the Quick Range Extreme is a precisely engineered vertical and horizontal alignment bracket. That bracket forms the bottom-most horizontal line that you use to range targets. But, it also acts as a vertical-alignment indicator. In a sense, it's half of a crosshair, and as such helps to ensure consistently vertical alignment of your bow at full draw. Monitoring those lines will improve your accuracy. In addition, the blades of that internal bracket are .0025 thin and $\frac{3}{8}$ -inch deep. When shooting, you should see only the .0025 front edge of the bracket. If you see more of the blade, it means that you're torquing the grip of your bow. By correcting your grip so that you see only the front edge of the bracket, you'll be more accurate. The new Quick Range Extreme ranges targets, and then it helps you shoot better.

Most bowhunters want a laser rangefinder. But don't forget that a laser rangefinder isn't always appropriate. For those close-in situations where a high-tech laser device falls short, the patent-pending Bad River Quick Range is the ticket. The Quick Range is hands-free, can be used while you're at full draw and costs a tiny fraction of what the fancy laser unit does. Use the Bad River Quick Range as a substitute for or a supplement to a laser rangefinder.

For more information, log onto badriveroutdoors.com, see your dealer or call Bad River Outdoors at (989) 585-3234. ↓

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