

iKON

WHY US

WHAT ADVENTUROUS ANGLERS NEED TO KNOW

iKON

WE'RE NOT NEW WE'RE BACK!

As a tribute to the original Hydra-Sports bass boats that graced the waters almost a half-century ago, HCB Yachts proudly introduces the new iKon boat brand to the marketplace with their first LX editions.



**FIND OUT
THE TOP
REASONS
WHY YOU
SHOULD
BUY AN
IKON**

REASON #1

LOOK
GOOD
PLAY
GOOD

Craftsman Mastery - It's Simple!

People of excellence enable excellent product. There are endless applications of mastery in an iKon, and we deliver the dream with a boat that has more personality than any other of it's kind! The truth is not all boats are built equal, and our boats are crafted with yacht standards.



PERSONALITY



PERSONALITY



PERSONALITY



PERSONALITY

REASON #2

PROTECT OUR FISH RESOURCES

THE ONLY LIVEWELL
IN THE GAME THAT
SUPPORTS THE ECO
SYSTEM FOR FUTURE
GENERATIONS

AUTO-FILL

AUTO-CIRCULATE

AUTO-MAINTAIN-FILL

AUTO-INJECT FISH ADDITIVE

AUTO-OXYGENATION

AUTO-TEMP



REASON #3

SIZE MATTERS

Anyone that says size doesn't matter, doesn't have it.

Just ask our iKonic Terrain (iT) System a few questions and see for yourself.



ARE YOU THE LARGEST FISHING DECK IN THE GAME?

YES, you can fit over 14 rods on the deck with plenty of fishing deck uninterrupted.

CAN I HAVE MORE FISHING TACKLE STORAGE?

YES, you can have 2X the industry standard for tackle and rods.

CAN I PUT A CASE OF WATER IN YOUR COOLER?

YES, and we will keep your ice cold all day in our insulated coolers.

CAN I HAVE PLENTY OF PERSONAL STORAGE BOXES?

YES, you can have a glove box and center box in between the seats.

CAN I HAVE THE LARGEST LIVEWELL?

YES, and you can fill your weigh-in bag without getting out of the helm seat.

CAN I HAVE THE LARGEST MACHINERY SPACE AND FIT 5 BATTERIES?

YES, you can ACTUALLY fit 6 AGM batteries if you want an extra.

REASON #4

SAFETY FIRST

Our HSS hull system derived from a hybrid naval architecture platform.

Distinguished at our “horsepower hips” break, we combined a running surface design from fresh water applications, with a water redirection design from salt water applications, to adequately get top speed with a stable ride.

It's always a race to be the first to the fishing spot, so watch yourself pass others without decelerating over rough waters and oversteering.



REASON #5

COMFORT IS COMFORTING

Our ergonomical seating designs leverage the latest in automotive intellect, combined with a proprietary suspension system, delivering exactly the comfort you need for those longer days on the water. Cradled in front, you can operate all boat controls on our LCD 7" screen, with quick access buttons while fishing.

We thought of it all!



REASON #6

MAINTAIN WITHOUT HASSLE

OUR BOATS WERE SURGICALLY DESIGNED FOR SERVICE

• CLEAN POWER IS DELIVERED ALL THE WAY TO THE BOW WITH 6-GAUGE WIRE, YACHT PLUG AND PLAY CONNECTORS, AND A STAND-ALONE NMEA BUS

• MACHINE HATCHES CAN BE REMOVED, TUBS CAN BE REMOVED, AND THERE IS CLEAR ACCESS TO ENGINE POWER, DASH CONTROLS, AND PUMPS

• WE HAVE ACCESS LIGHTS UNDER HATCHES

• WE ADDED EXTRA SPACE IN THE MACHINE ROOM

• WE INTEGRATED A DRY RUN SHUTOFF FEATURE FOR DUAL LIVEWELL PUMPS AFTER 15 SECONDS

• HATCHES ARE WATERPROOF, AND MACHINERY SPACE IS PROTECTED FROM WATER SURGE WHEN STOPPING



REASON #7

YOU GET WHAT YOU PAY FOR!

It may feel good when signing the papers, but it will give you a headache down the road if compromises were made.

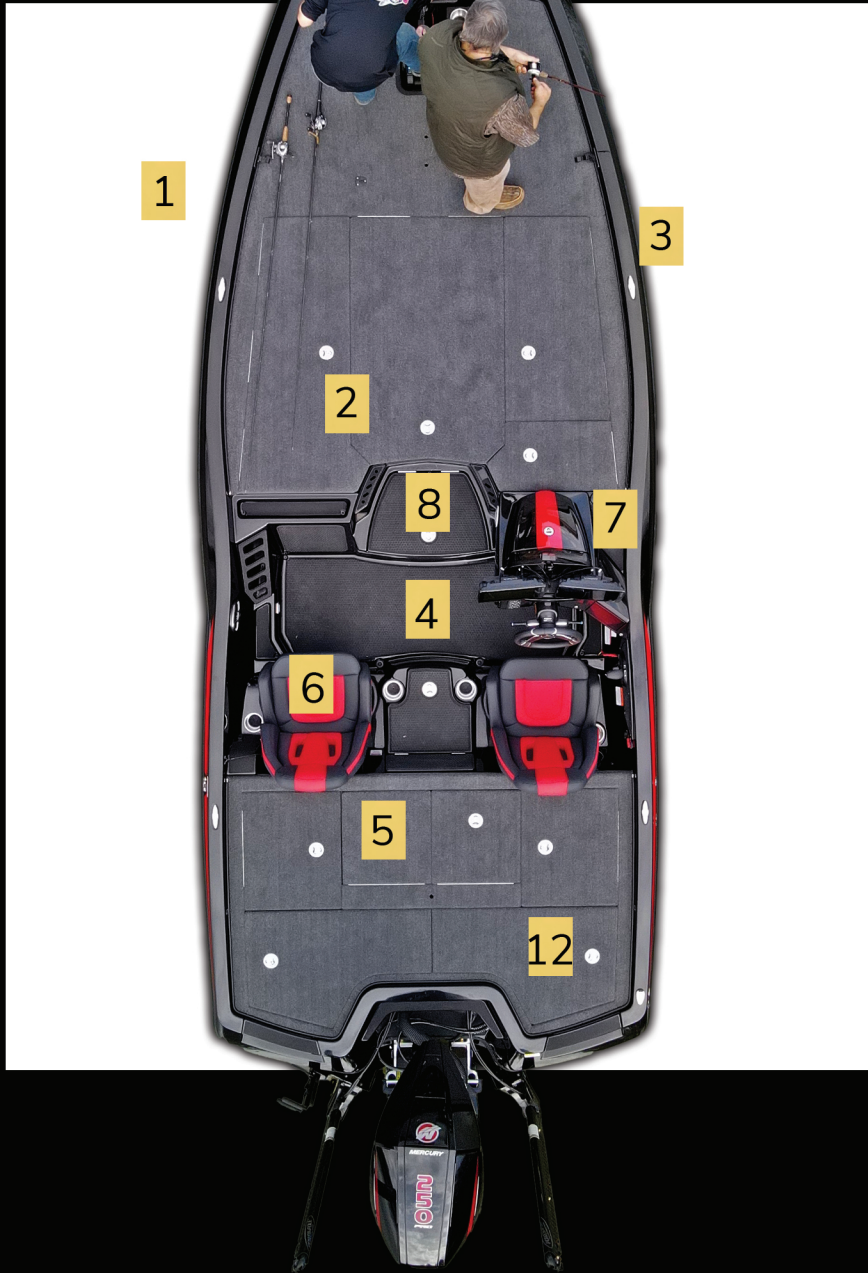
iKon uses the highest quality grade materials in the marketplace because that is what a good deal deserves. You must consider the entire ownership cycle when valuing your purchase, and our boats were designed for the voice of the first, and next owner.

**QUALITY MUST
BE QUANTIFIED,
AND WE HAVE
OVER 2000
QUALITY
CHECKS IN OUR
AUTOMOTIVE
INTELLECT
QUALITY
SYSTEM**



NO COMPROMISES!

1. Strongest stringer and transom
2. Waterproof hatches and latches that don't pull out down the road
3. Water splash resistant hull designs from bow to stern
4. Nothing flimsy
5. Hidden fasteners
6. Harmonic and robust high grade materials
7. Fiberglass everywhere - dash, finished liner
8. Insulated coolers
9. "Clean Power" from the factory
10. We make boats - so we partnered with the best in the business to make trailers [Boat Made]
11. Anti-puddling pole system in the mooring cover with strategic extra padding underside on challenging abrasive components
12. Exceeded regulatory standards in construction and electrical



REASON #8

CONTINGENCY PROGRAM

How about partnering up with the company that offers the largest rewards in the industry. If that is important to you, check out our WinnersWIN contingency program.



Contingency Program Comparison

Bass Boat Company	Award Limit	Level 2	Level 3
OEM 1	NO LIMIT	\$ 8,000	\$ 1,000
OEM 2	3 PER YEAR	\$ 5,000	NONE
OEM 3	NO LIMIT	\$ 8,000	\$ 1,000
OEM 4	3 PER YEAR	\$ 7,000	\$ 5,000
OEM 5	2 PER YEAR	\$ 500	NONE
OEM 6	NO LIMIT	\$ 8,000	\$ 1,000
iKon - WinnersWIN	NO LIMIT	\$ 8,500	\$ 1,200

Comparison



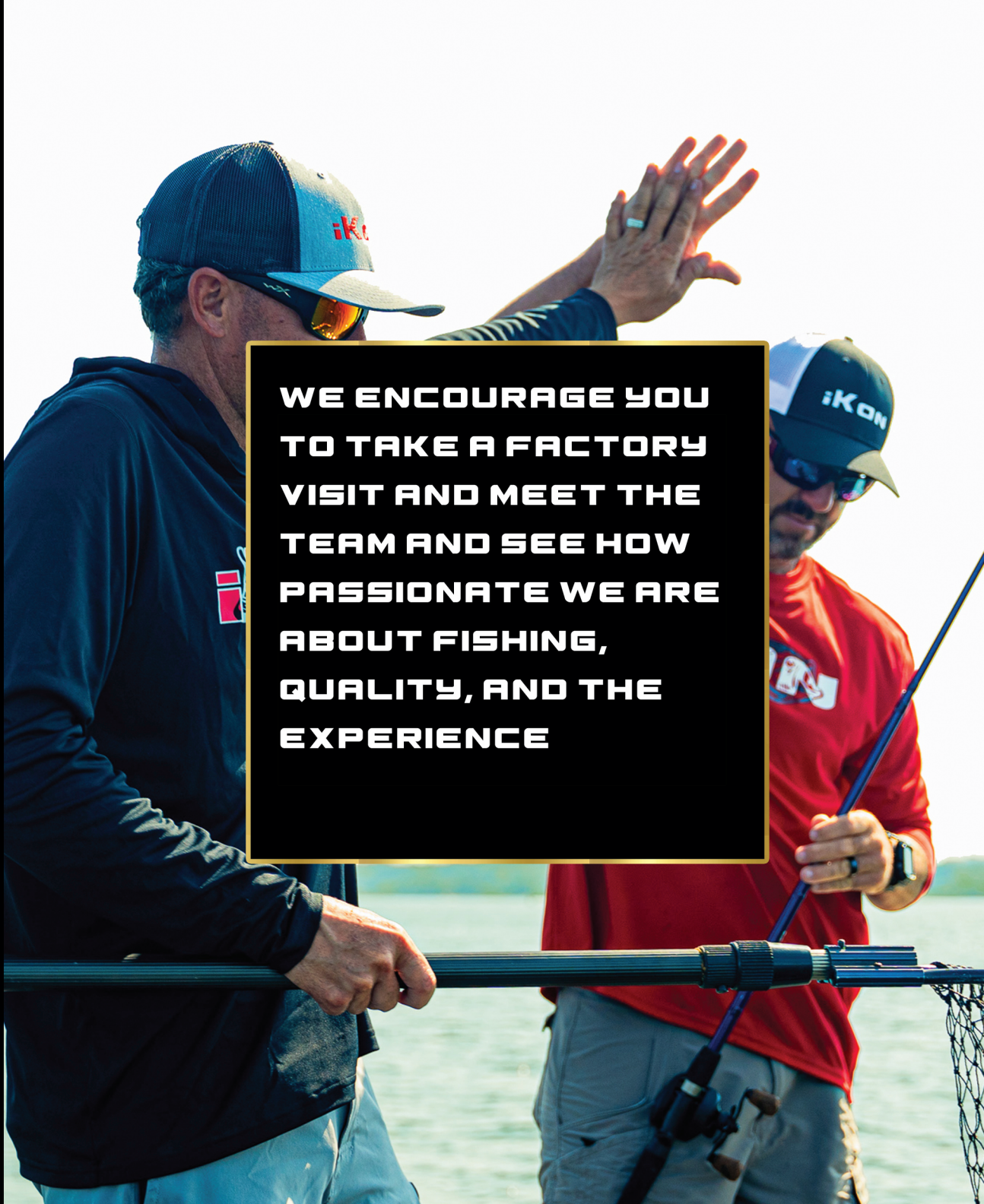
REASON #9

WE ARE FAMILY!

WE ARE DIFFERENT!

We are owned by HCB Group, and our ownership structure is not a large industry conglomerate, or a red-tape public company chasing quarterly calls. We re-entered this market to bring solutions to anglers, and make them feel like family!

Every customer matters, and we want our customers to feel special by enriching the experience. Our customer care is demonstrated at inception with a trunk box filled with treasures, a custom model boat to showcase your purchase at the office or home, a powerful contingency program, and a sophisticated “automotive intellect” customer service system.



**WE ENCOURAGE YOU
TO TAKE A FACTORY
VISIT AND MEET THE
TEAM AND SEE HOW
PASSIONATE WE ARE
ABOUT FISHING,
QUALITY, AND THE
EXPERIENCE**

REASON #10

LEGACY

Our heritage goes back over a half century ago, where our legacy brand entered the market with a bass boat.

In the last decade, HCB Yachts has been the leader in the center console space, repeated seven years in a row.

Jacob Wheeler has become one of the most iconic bass anglers in the world today.

Advancing relentlessly, our goal for iKon is to deliver superior product solutions with personality that keeps up with the times to grow the sport of fishing, protect fish, and make our customers WIN!

**WHEN YOU BUY
AN IKON, YOU
JOIN A BRAND
THAT IS BEING
STEERED BY
LEADERS
IN THE
INDUSTRY WITH
ACCOMPLISHED
TRACK
RECORDS**

iKON
MADE BY HCB YACHTS

iKON