Press Releases

Minn Kota® Announces New Microsite to Showcase Talon Toughness

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Racine, WI – Minn Kota® has launched talontorturechamber.com, a microsite designed to allow anglers to witness for themselves how a Talon shallow water anchor is tested to stand up to a demanding day on the water.

"Talon was designed to endure the harshest environments an angler can find," said Minn Kota/Talon Product Manager Brad Henry. "We want to invite anglers to experience how we test Talon in our lab, as well as subject it to extreme torture tests – then deploy the same Talon to prove it still works like new."

Talon Torture Chamber allows viewers the opportunity to choose between various short video segments where we pit a Talon against flamethrowers, shotguns, cage fighters and more. See for yourself at talontorturechamber.com.

For more information, contact Minn Kota, P.O. Box 8129, Mankato, MN 56002, or call 800–227–6433.

Johnson Outdoors Marine Electronics, Inc. is a wholly owned subsidiary of Johnson Outdoors and consists of the Minn Kota®, Cannon® and Humminbird® brands. Minn Kota® is the world’s leading manufacturer of electric trolling motors, as well as offers a complete line of shallow water anchors, battery chargers and marine accessories. Cannon® is the leader in controlled-depth fishing and includes a full line of downrigger products and accessories. Humminbird® is a leading global innovator and manufacturer of marine electronics products including fishfinders, multifunction displays, autopilots, ice flashers and premium cartography products.