

# WHY MANUFACTURE IN UTAH?

Randy Walk, President, Hoyt Archery Inc.



# HOYT FACTS

- Founded in **1931** in St. Louis, MO, moved to Salt Lake City, Utah in **1983** when acquired by JAS D. Easton.
- Hoyt is one of the oldest archery companies in the world that is still in operation.
- Hoyt is the largest archery company in the world selling directly into over **40** different countries.



# HOYT CORE COMPETENCY

- Intense focus on engineering & innovation, high-performance technology and superior quality products.



# HOYT OLYMPIC DOMINANCE

- Archery was removed from Olympics after the 1920 games and reinstated in 1972 where archers using Hoyt bows swept all Olympic archery medals. Since 1972, Hoyt has dominated archery Olympic medal counts with nearly 75% of all competitors using Hoyt bows built in Salt Lake City, Utah, USA.



# HOYT GLOBAL COMPOUND SUCCESS

- Hoyt is the dominant leader in world-wide target compound archery. Since 2003, Hoyt has won **223** world compound target tournament titles compared to **158** from all other 35+ compound bow manufacturers combined.

(Video Highlight)





# BUILT TO WIN.

For over 80 years, Hoyt has been engineering, designing and building the world's most winning bows. Day in and day out there is a relentless effort at our factory in Salt Lake City, Utah, USA to develop equipment and technology that wins. No shortcuts. No compromises. No Gimmicks. We know tournament archers put their heart and soul into shooting their best. That is why we put our heart and soul into building the best. It is no surprise that tournament podium after tournament podium across the globe are dominated with archers shooting Hoyt. Because Hoyt bows are built to win.

## FIRST PLACE TOURNAMENT RESULTS

HOYT®	223
ALL OTHER 35+ BOW COMPANIES COMBINED	158

Based on Men's Open Pro World Archery, NFAA, USAA, ASA & IBO 3D tournament circuits from 2003-Feb. 2014.

# HOYT ARCHERY



# U.S. DOMESTIC MARKET

- The U.S. market is dominated by bowhunting with nearly 3.5 million active bowhunters in the United States.
- 35 to 40 bow companies pursuing the U.S. market
- Hoyt has roughly a 35% market share in high-end U.S. bowhunting segment and a 75% market share in the foreign target archery market.
- Along with high-end products, Hoyt also builds youth, entry level and intermediate level bows and is considered the top bow brand in the U.S. and throughout the world.



# REASONS FOR SUCCESS

- Unwavering focus on our brand promise of innovation, high-performance technology and the highest quality products.
- High-performance, Lean Manufacturing principles and focus on quality (Hoyt is the only bow company in the world ISO 9000 certified)
- First and foremost, hire educated and talented employees in their specific field who are passionate about the sport or specific industry and business.
  - \* Passion without talent = doesn't work
  - \* Talent without passion = works okay
  - \* Talent + Passion = GREATNESS!
- Utah provides a unique draw of both highly educated and talented individuals with strong ethics who bring passion to the outdoor sports lifestyle that is second to none! For the outdoor industry, there is no better place to do business than the state of Utah!





# QUESTIONS



**THANK YOU**

