

LUHR-JENSEN™

HOT LIPS EXPRESS® TECH SHEET

"How To" Tips, Hot New Techniques and Design Facts



Every crankbait should have a specific design or tool function. The *Hot Lips*® series was designed specifically to obtain the steepest diving angle possible in a crankbait, combined with the smallest lure body size. To accomplish this, a unique tri-lobe lip was designed with two separate stages angled to produce steep dive angles, greatly reduced cranking resistance and lure body vibration that previously was thought to only be possible in wood lures.

The lures were also designed for cranking on the flexible tip, long-handled rods and cranking reels available today, loaded with thin diameter, superstrong line such as Berkley's Tri-Max®.

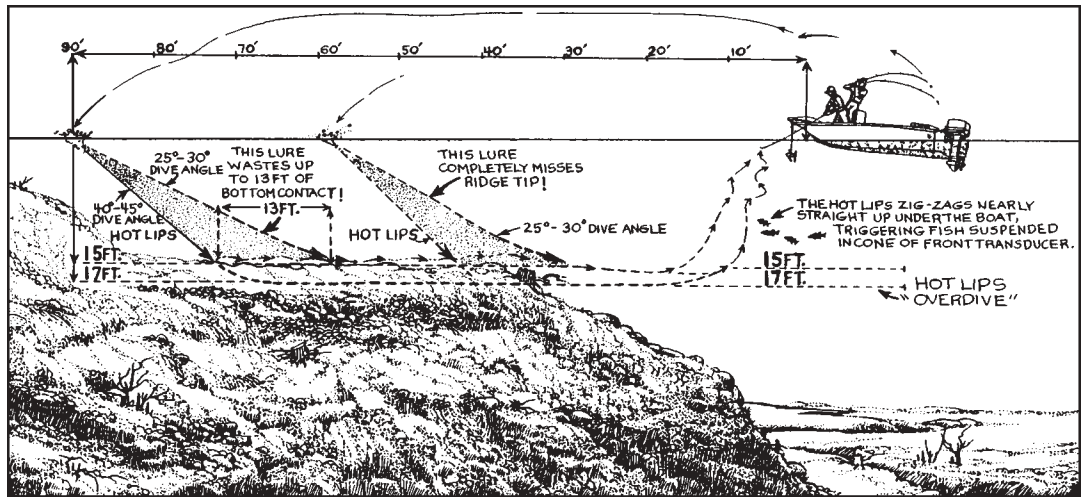
Check this Tech Sheet for a full summary of the outstanding features of these lures.

DIVING ANGLE DOMINANCE -- THE UNTOLD STORY!

When diving depths of various deep divers are mentioned, the actual diving angle of the lure is rarely a subject. Because many so-called deep divers only reach the 12- 15 foot depths, they also eat up to 30 or 35 percent of the casting distance getting there! For a large diver capable of 15 feet on 12-lb. line, this can mean up to 13 feet of wasted bottom contact where the lure is not tapping bottom or "walking" over the structure! This translates into wasted casting time covering deep

structure, additional casts, more critical boat position and a loss of linear feet from the proven triggering effect of bottom walking lures on neutral mood fish.

The *Hot Lips*® easily outperforms large, bulkier lures with ball bearings in the lips, metal lips and wood lures drilled out for extra weight that kills lure action. With 8- and 10-lb. line, the small 1/2-oz. *Hot Lips*® can "overdive" a 15-foot ridge while maintaining solid bottom contact, earlier bottom contact, and a significant advantage over bulky 3/4- and 1-oz. conventional divers. The Magnum 3/4-oz. *Hot Lips*® simply leaves them all behind and can pop through the true 20-ft. barrier in a compact body size!



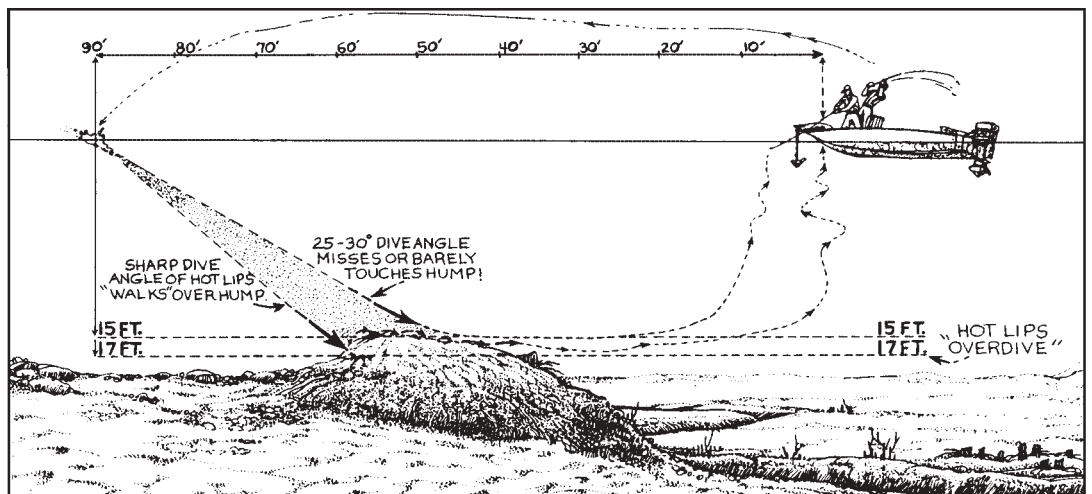
Putting The *Hot Lips*® in Overdive -- DIVING ANGLE AND "OVERDIVE"

These diagrams illustrate what really counts in ultra-deep divers. Diving Angle - early contact with structure. "Overdive" Capability -- The capability to dive deeper than the contact points on structure, providing solid bottom contact, "feel" and maximum triggering effect.

OVERDIVE ON A HUMPH!

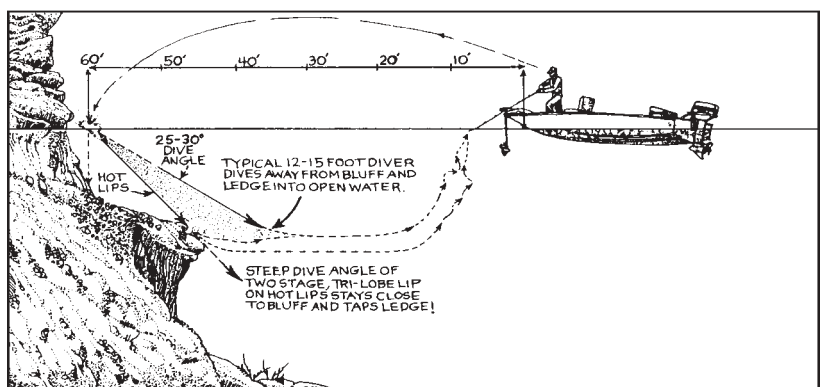
The 1/2-oz. *Hot Lips*® overdive the top of this 15-ft. hump with a steep dive angle on a long cast. This allows solid bottom contact and a lure that "walks" over the top, providing solid bottom feel and a major strike trigger for most game fish.

The rod-tip-down position always allows the longest bottom "dwell" time -- it's a proven fact! The same overdive effect allows anglers to walk over a ridge from the side.



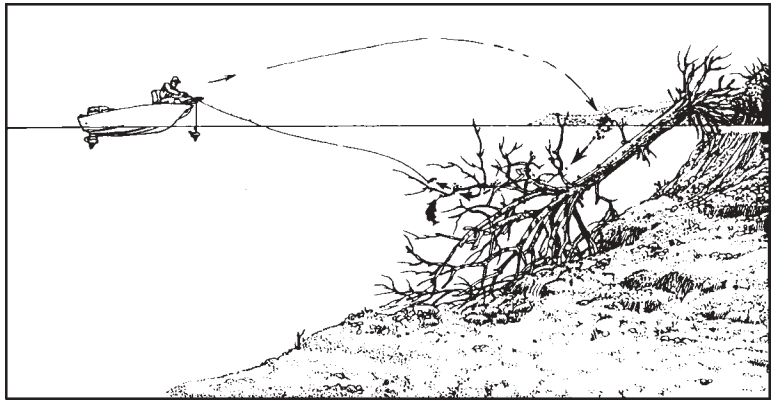
DIVING ANGLE IS CRITICAL WHEN CRANKING A BLUFF FACE OR LEDGE

The two-stage, tri-lobe lip drives the *Hot Lips*® in a steep angle along this bluff face allowing contact with a deep ledge. Conventional 12- to 15-ft. divers plane away into open water.



"BULLDOZING" AND OVERDIVE

The wide tri-lobe lip on the *Hot Lips*® and wide broadhead style, cutting edge body are superior for bulldozing through fallen timber. The lip and body protect the hooks and 17- to 20-lb. line is used to power the lure through the branches. Fish strike on the boat side of the wood and are then guided or pressured away to deep water, a thoroughly proven technique with the *Hot Lips*®, developed by Rick Zaleski, noted outdoor writer and tournament angler. This technique triggers fish in deep cover that are immune to worm, grub and spinnerbait presentations.



SOME TRUE CRANKIN' FACTS

All of the *Hot Lips*® lures were designed to take full advantage of the latest technology in fishing line, rods and studies such as Allan Tarvid's trolling depth research and Mike McClelland's book "*Crankbaits*".

LINE:

1. The *Hot Lips*® series is designed for the new thin, tough lines. Light line allows less cranking fatigue, quicker dives and more lure "feel". This occurs because of greatly reduced friction in smaller line diameters. It is clearly the line diameter, not the brand or line test rating that controls dive depth. Our tests show that a drop of only .001 (1/1,000 of an inch) in line diameter produces an additional 9 to 12 inches in lure depth. Consequently, increasing line diameter by only .001 in. decreases lure depth by a like amount and this agrees with the McClelland research.

We fished open bottom lakes with 8- and 10-lb. Tri-Max® with great success on all the *Hot Lips*® lure sizes. Always sharpen hooks for ultra-deep cranking and make an initial hook set, progressively reducing pressure on fish as they near the surface.

2. Every drop in line test rating adds about 10 feet to a long cast. That additional casting distance can add up to 10 percent to the potential depth of a crankbait. It is a matter of frictional drag.

LURE SIZE:

The *Hot Lips*® series was specifically designed to fit in between conventional diving lure sizes. This fact pits the smaller body sizes and diving depths of the *Hot Lips*® against larger lures while outperforming them in dive angle and depth.

1. Produce more strikes from a wider variety of species over a fishing season, or on a yearly basis.
2. Smaller lures invariably produce tighter body action and vibration than large lures.

HOT LIPS FACTS

THE LIPS

Lure depth in crankbaits is primarily a function of lip surface area. That is why there are two additional lobes on the lip placed where they will not torque the lure out of control, yet produce extra surface area at the point of high pressure on the lip. No lure has more working surface area to body size.

The lure also features a tapering oval lip that has exceptional snag resistance while generating tight side-to-side body action. The line tie is placed to the rear of the lip and with the scooped two-stage lip bend, this lure produces extreme dive angles.

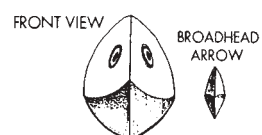
A built-in bonus occurs when water pressure on the two-stage lip acts like a lever against the line tie and tilts the lure nose down, reducing cranking resistance. Conventional lip designs cannot compete here, despite surface area.

LURE BODY DESIGN -- THE UNSEEN STORY!

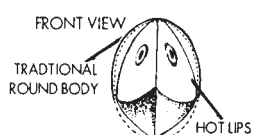
Much of the design story of the *Hot Lips*® lies unseen inside the body. The interior of each lure was designed to eliminate the long tradition of heavy nonfunctional plastic mass and interior cross-sections that have always been a part of the lure industry and mold-making technology.

A plastic lure is really an air chamber in the shape of a lure, held in configuration by a plastic shell. The hook harnesses are held in place by heavy non-buoyant plastic bosses and a thick "sealing" flange joins the body together.

The body balances, or rattle weights, are held in place by thick plastic chambers and all of this mass, including the body air chamber shell, must be supported by a buoyant bubble of air. Typically, a plastic lure must accelerate and then stop this non-buoyant dead weight as it wiggles or moves from side-to-side. The simple law of inertia dictates that the heavy mass of plastic around the air chamber takes longer to start and stop as the lure moves, and plastic crankbaits are notorious for their slower wiggle and vibration patterns when compared to wood lures. In a wood lure there is no real shell and every fiber of the wood is buoyant right to the outer surface, producing a quick, tight body motion. The new *Hot Lips*® have special thin-wall computerized body shells with every internal cross-section minimized to produce a featherweight, yet strong body shell that has the wiggle and vibration of the best wood lures with significantly greater durability -- it's a design first!

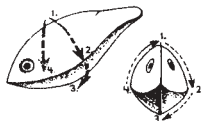


The Hot Lips body is shaped like a broadhead arrow. It reduces frictional losses and cuts water at all angles of penetration. It is part of a total design approach to deeper dives.

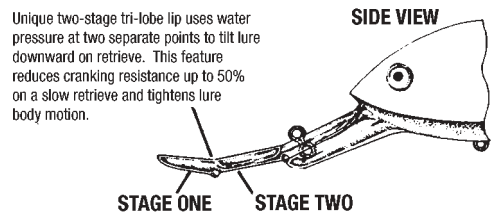
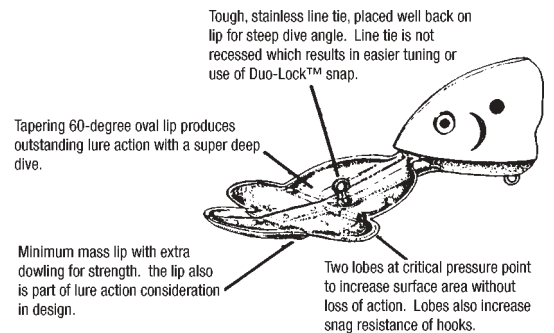


The Hot Lips body is thin walled but triangulation at four points gives it great strength and resistance to water pressure.

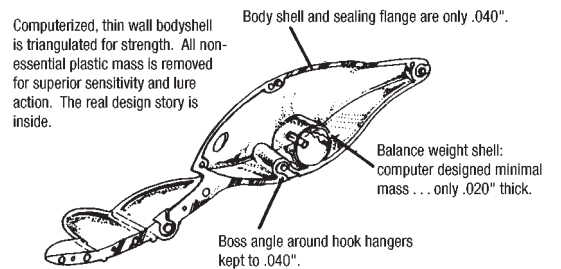
STRONG, CUTTING EDGE BODY IS TRIANGULATED



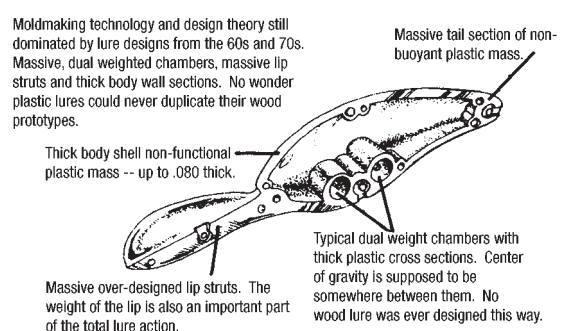
The Hot Lips body shape and edges have less surface area than traditional oval bodied lures. It fits within round body shape for less frictional loss. It is wider at bottom as this produces greater stability with large diving lips.



"HOT LIPS" THIN WALL BODY DESIGN



CONVENTIONAL PLASTIC CRANKBAIT DESIGN



In addition to the thin-wall bodies, each *Hot Lips*® gains additional strength from its triangulated, broadhead style body shell. This body shape was designed to cut water at all entry angles to reduce friction on the dive for the deepest dive with the least cranking resistance.

The *Hot Lips*® lure series is very carefully designed to give anglers every advantage when fishing situations call for an ultra-deep diving tool and will be of special interest to competitive anglers. The bent lip versions are out now, available after regional use in the Northwest as consistent tournament favorites. These are the lures *Fishing Facts* managing editor Spence Petros calls, "*The best kept secret in the industry!*"