

iKON
THE COMPANY

iKON

iKon boats, LLC, is a subsidiary of east Tennessee's HCB Yachts (HCB), and is headquartered right down the street from HCB (Vonore, TN) in Madisonville, TN.

Rooted in Hydrasports' half of century heritage, it was unanimously decided by the board in 2019 to expand operating activities into freshwater with a transformational bass boat portfolio. The prerequisites for the ongoing expansion centered on leveraging sophisticated yacht engineering and technology with consummate fishing anglers' intellect to develop an innovative product that will redefine history in the market.

In favor of adopting such a strategy, HCB Yachts partnered with experience-enabling, product expert and professional angler, Brent Butler, and ultimately two-time Angler of the Year, Jacob Wheeler.


After careful product design and development, the company debuted with its first LX21 and LX20 model editions in March of 2023, at the Bassmaster Classic in Knoxville, TN.

The LX boat was introduced with more integration, more fishability, more intuitiveness, more comfort, more response, more storage, more protection, and WAY more personality.

IKON

The Brand 'iKon" was chosen by a panel of enthusiasts to register the iconic aspiration to grow fishing and be remembered for it





Core Pillars - At the core of iKon boats brand is innovation, engineered-precision, tailored craftsmanship, with an enthusiast and conservationist, winning-spirit.

Mission - Our company's mission is to push the limits forward in the realm of possibility in product, customer satisfaction and experience, and fishery preservation.

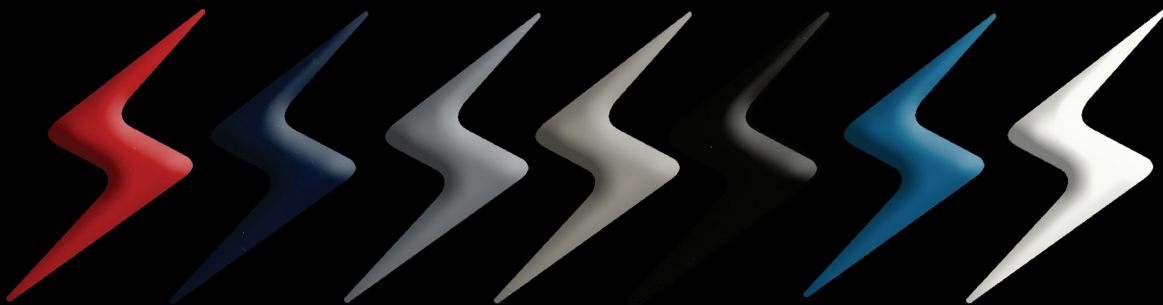
Vision - Our company's long-term goal is to become a championship leader and grow fishing



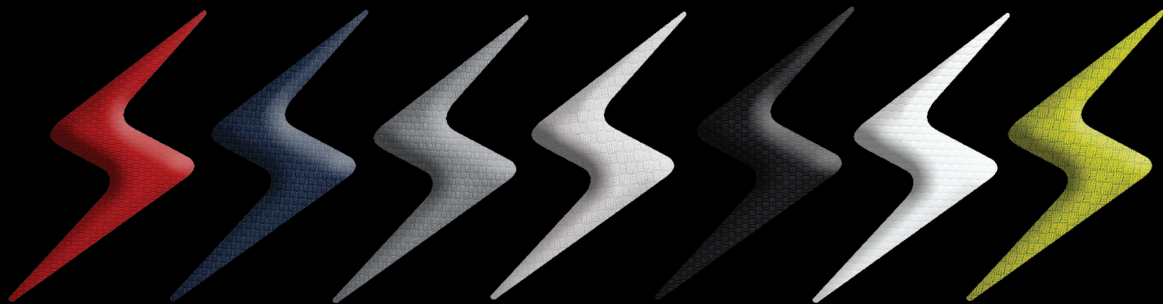
FLAKE COLORS



GEL COLORS



UPHOLSTERY COLORS



IKON

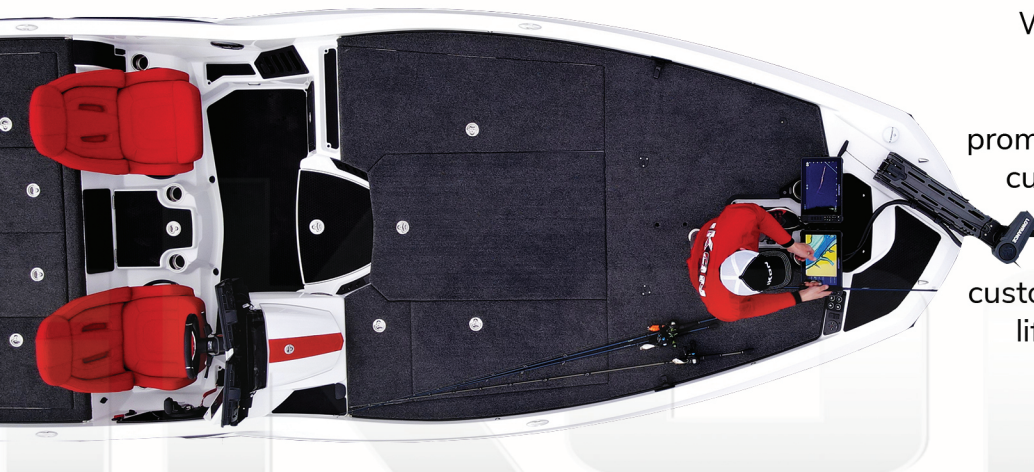
**IKON
PUSHES
INDUSTRY
LIMITS**

IKON



PUSH
LIMIT

iKon promises you a thrill when you purchase one. Connected with the future of fishing, innovation is one of our core company competencies. From concept, iKon entered the market to challenge the industry and participate in the underlining movement to grow fishing through evolving product solutions. When you purchase a model, you will join a family of passionate enthusiasts who introduces product(s) of “firsts”...



While each model offers different capability, iKon promises to be on the cutting edge of the ENTIRE marine industry so our customers will have a lifetime of product advances.

**THEY
ARE
RELIABLE**

IKON

While maintaining a boat is something that requires a lot of attention, you will find that when you maintain an iKon, it's more reliable than other boats of its kind. Rooted in our company fabric of sophisticated yacht intellect and tailored craftsmanship, our company is led by accomplished Shingo Prize operational excellence leaders.

Accountable to a culture of guiding principles that are timeless and universal, our commitment to our customer and quality are the hallmark of our four-walls. Every detail of our manufacturing and business processes is carefully evaluated and challenged for excellence.

While boats are not always purchased for everyday use, we are driven by that reliability standard.



**THE
BOAT
WITH A
WINNING
PERSONALITY**

IKON

One of the great iKon benefits is that all models have a powerful personality. Whether you are on the water or land, or it's stored for the winter seasons, you (and others) will always admire its personality. iKon boats make an incredible statement on the exterior, interior, and even under-the-hood, starting with our sleek hull side and sheer line.

Unlike other brands, iKon has the goal to design for open personalization. You will love the endless polish of fiberglass helm, and the lighting will illuminate the pop needed for any conditions.

When you purchase an iKon, you will immediately make a proud statement.



**BUILT
FOR
LONGER
OWNERSHIP
CYCLE**

IKON



There are two editions available at iKon – the LX and VLX series – and anglers will be able to enjoy the benefits of the iKon portfolio in both. If you are new to the market, you can get acclimated to our VLX models equipped with modern fishability. And once you become acclimated to the market, you might find that you want to add more and opt for the extensive LX series.

This fantastic brand was designed and developed with a keen understanding for significant ownership satisfaction and resale valuation for all models. Our material selections and product design decisions substantiate our reliability promise, but also secure the product's future without lasting compromises.

**THE
IKON
FAMILY
THAT
HAS
YOUR
BACK**

IKON

Finally, let's return to one of our previous iKon benefits: when you purchase an iKon, you join a family. As fishing enthusiasts, you want to know we have your back in service – and we do!

iKon thrives on excellence, and that extends to our service commitment. Our engineering and manufacturing prowess is woven into service processes and technology. We have state-of-the-art customer resolution systems to deliver service at the speed and quality of today's demands. We are partnered with after-market specialists to optimize your increasing needs, along with exceptional dealer partners.

Remember, we are anglers and we value your precious experiences on the water.



Welcome to the

iKon

Family

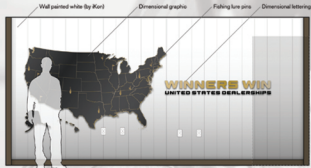
04WRECH-02CJ WXUWJWZUW



THE FACTORY

BASS BOAT ASSEMBLY

MAIN OFFICE // OFFICE 4



WEST OFFICE WALL // CONCEPT ELEVATION



DIMENSIONAL GRAPHIC // DETAIL

WINNERS WIN UNITED STATES DEALERSHIPS

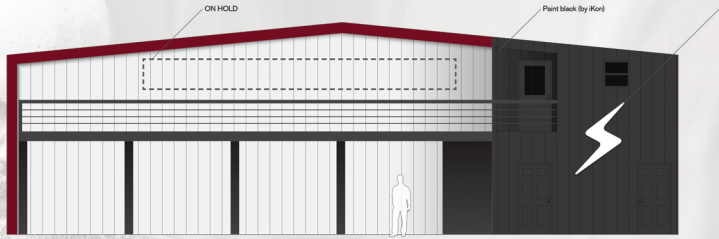
DIMENSIONAL LETTERING // DETAIL



PANORAMIC



DESIGN DETAIL



NORTH WALL // CONCEPT ELEVATION



DIMENSIONAL LOGO // DETAIL



SOUTH WALL // CONCEPT ELEVATION



NORTH WALL // CONCEPT ELEVATION



DIMENSIONAL LETTERING // DETAIL



DIMENSIONAL LETTERING // DETAIL

iKON + LAUNCH x 4

iKON + LAUNCH x 4

18

MAIN OFFICE // OFFICE 6



WEST OFFICE WALL // CONCEPT ELEVATION



DIMENSIONAL LETTERING // DETAIL



PANORAMIC

ENGINEERING OFFICE // MAIN OFFICE SPACE



NORTH OFFICE WALL // CONCEPT ELEVATION



DIMENSIONAL DISPLAY // DETAIL

iKON + LAUNCH x 4

iKON

MADE BY **HCB** YACHTS

iKON