

Ardent Outdoors

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Ardent is a 100% American-owned company that designs and manufactures fishing reels and fishing reel accessories that are Made in the USA. Ardent is located in Macon, Missouri and is proud to be the only Made in the U.S.A. manufacturer of casting and spinning reels. Ardent was founded on the principle of creating high performance fishing reels that can endure the test of time, and to fulfill this vision Ardent designs and manufactures every reel and accessory at our Macon, Missouri facility. In addition, every Ardent reel is hand assembled and performance tested prior to shipment and is backed by the industry best 3 year warranty to ensure you enjoy years of great performance from your reels. Compared to other reels that are foreign produced and only offer a 1 year warranty, your Ardent reel is the best value you can buy.