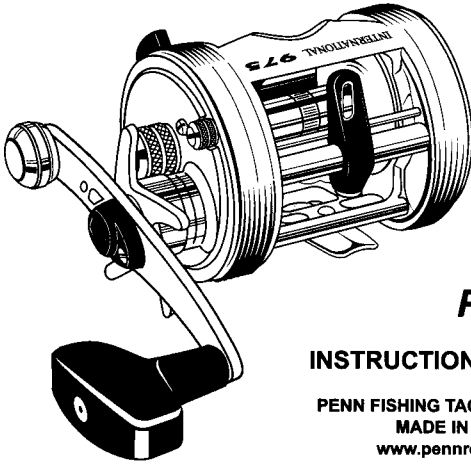




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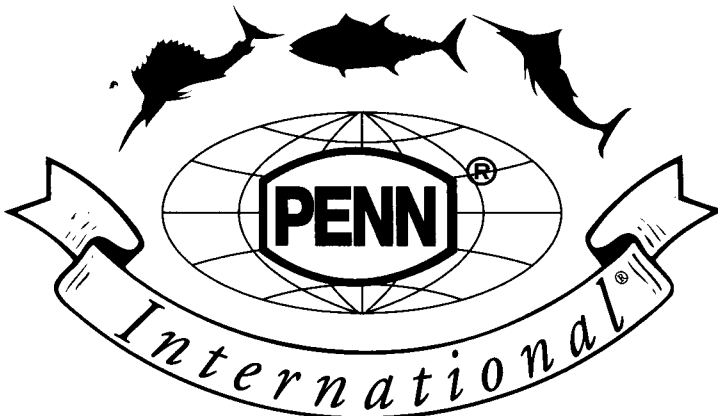
**955, 965, 975,
975CS, 975LD, 975CSLD
INTERNATIONAL[®]
Premium Baitcasting Reels**

INSTRUCTION MANUAL

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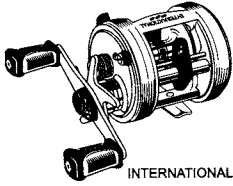
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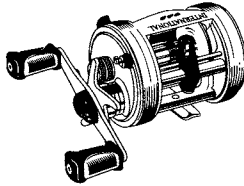
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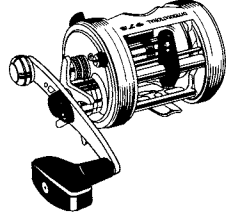
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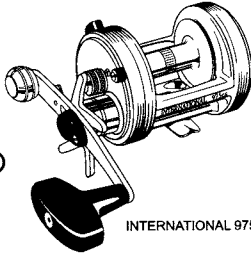
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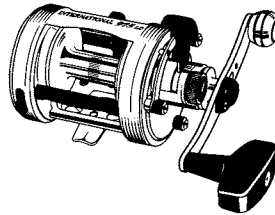
INTERNATIONAL 965



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INTERNATIONAL 975CS



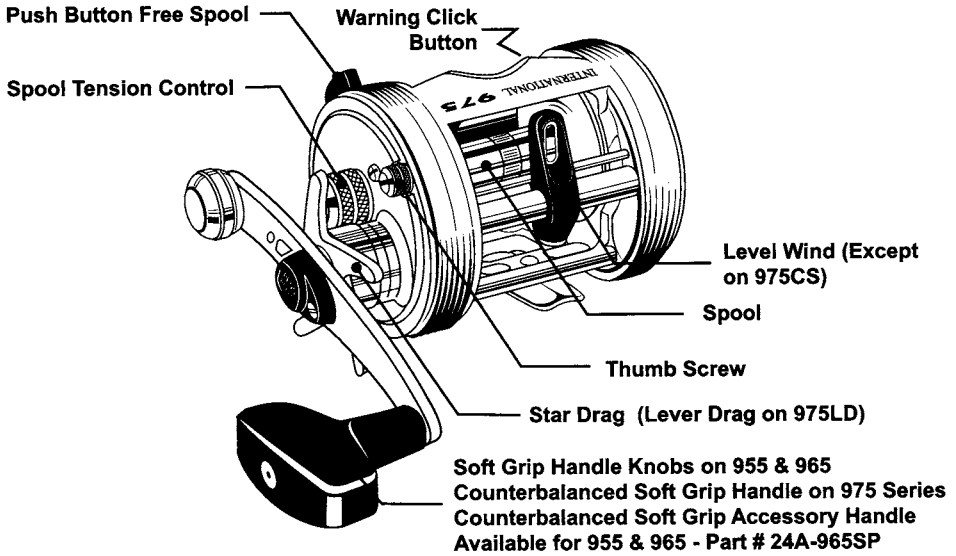
INTERNATIONAL 975LD



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INTERNATIONAL® BAITCASTING REEL SPECIFICATIONS

1

| MODEL | GEAR RATIO | LINE CAP. | WEIGHT |
|--------------|------------|--|-----------------------|
| 955 | 4.7-1 | 210 yds./12 lb. mono 190 m/0.35 mm mono | 11.6 oz. 330 grams |
| 965 | 4.7-1 | 240 yds./15 lb. mono 220 m/0.40 mm mono | 12 oz. 340 grams |
| 975 | 4.5-1 | 340 yds./15 lb. mono 310 m/0.40 mm mono | 15.8 oz. 450 grams |
| 975CS | 4.5-1 | 340 yds./15 lb. mono 310 m/0.40 mm mono | 15 oz. 425 grams |
| 975LD | 4.4-1 | 300 yds./15 lb. mono 275 m/0.40 mm mono | 17 oz. 480 grams |

NOTE: The super braided lines, with extremely thin diameters for their breaking strength, can dramatically increase the capacity of the International® baitcasters or any other reel. Check with your local Penn dealer, and above all, use common sense when fishing with these lines to avoid any possible warranty problems.

Forged, Precision Machined Aluminum Frame, Side Plates & Spool. International® baitcasters are built like all Internationals® – with a lightweight, one piece, forged, machined aluminum frame (not die cast like other baitcasters). Both side plates are forged aluminum, machined to be smooth and contoured, for a baitcaster that's easy to "palm." The spool is machined from solid bar stock aluminum.

Handsome, Corrosion Resistant Gold Anodized Finish. The frame, spool and side plates on these reels feature a deep, distinctive, gold anodized finish – an International® hallmark. Only Penn's International® anodizing provides the durability, corrosion resistance and good looks that advanced saltwater anglers need.

Stainless Steel Drive Gears. Machined stainless steel main and pinion gears – another International® hallmark – are smooth, fast and geared to last through countless fish fights.

"Infinite Anti-Reverse." For rock-solid hook sets. International® baitcasters offer the advantage of an "infinite anti-reverse" – thanks to a specially designed one-way roller bearing – that prevents handle "kick back." That results in positive, solid hook sets, and also helps to give these reels their whisper quiet, silky smooth performance.

Sealed Stainless Steel Ball Bearings. Two aircraft quality sealed stainless steel ball bearings (4 in the 975LD) permit long, even casts. Retrieves are smooth and quiet.

High Speed Retrieve. Fast gear ratios get your lure in lightning-fast. International® baitcasters let you gather over 20 inches of line for every complete turn of the handle.

Other Quality Features. On appropriate models, proven positive levelwind system features zirconium oxide line guide with titanium nitride coating. • Quick right side take-apart for easy service, even in the field • Recessed stainless steel reel stand. • Precision machined stainless steel spindle. • International® soft storage bag. • Rod clamp on 975 series. • No levelwind assembly on 975CS for ultimate casting distance and simplicity. • Renowned International® lever drag style drag on 975LD.

INTERNATIONAL® OPERATING FEATURES

Soft Grip Penn Handle. Corrosion resistant aluminum shaft on all models. Two large, comfortable soft grip knobs on 955 and 965. The 975 series features an extra large counterbalanced soft grip handle. A counterbalanced soft grip aftermarket handle is available for the 955 and 965 baitcasters (part # 24A-965SP). Turn handle forward to retrieve line.

Ergonomic Star Drag. Powerful and smooth, due to Penn's revolutionary HT100™ drag material. Resists effects of water, oil, salt and other contaminants. Special collar under the star helps keep contaminants out. Turn ergonomically-designed star clockwise (down) for more drag, counterclockwise (up) for less drag. Fine threads on both star and sleeve allow for an ultra-wide range of drag settings.

Push-Button Free Spool. Press push-button down to engage free spool. To reengage gears, simply turn handle.

Spool Tension Control. Located on the center of the right side plate, this control regulates how easily the spool turns for casting. Turn the knob clockwise for more pressure, counter-clockwise for less pressure. See "Casting With Your International® Baitcaster" for more information.

Lever Drag On 975LD. An International®-style lever drag system is the most distinguishing feature on the 975LD. Now anglers can have all of the accuracy, control and convenience of a pre-set, lever drag system in a premium baitcasting reel.

Typical of the International® series, the 975LD features a large, protected HT-100™ drag washer and a Rotary-Tuned™ drag pressure plate for smooth, reliable drag performance.

An extra long drag quadrant provides 104 degrees of control, with free spool, strike and full drag positions. Push the lever up the quadrant to increase drag pressure, down to decrease drag pressure.

Pre-Setting the 975LD Drag

The drag setting on your International® 975LD, as in all drag settings, should be set to slip at only 25 to 30 percent of the line's breaking strength. This apparently low setting builds in a good safety margin in case there are any weak links in your line or terminal tackle. Nicks, frays, general line wear and even knots can reduce the line's strength, so you will need this extra large margin of safety.

Working as a complement to the pre-set drag is the lever drag control. Basically, the higher you push the lever, the more drag pressure you add, just like pushing the brake pedal down on a car. When you push the lever up to the black button, almost at the top of the quadrant, you are at the strike setting. This setting is where you measure the pre-set drag, and where you strike and fight your fish. The button provides a secure, positive stop so that you can instantly advance the lever to strike and fight your fish with confidence. If you advance the drag lever to "full," having to first depress the "strike" button serves as a reminder to use the "full" position with caution. Of course, if you have to back the drag lever off in a hurry, you can do so without having to depress the "strike" button.

Once your pre-set is properly adjusted, you can add or decrease drag pressure by pushing up or pulling back on the lever. The quadrant on Penn's International® 975LD features 104 degrees of adjustment, from free (no drag pressure) to strike (up to the black button, where you strike and fight the fish) to full drag (all the way up the quadrant, which gives you a few extra pounds of drag pressure when you need it). You should use the full drag conservatively, like a reserve.

After winding line on your 975LD and mounting it on your rod, you're ready to pre-set the drag. For the most accurate drag settings, use a spring scale. Attach one end of the scale to a solid object, run the line through your rod guides and attach the end of the line to the other end of the spring scale.

Always measure your pre-set the drag with the lever in the strike position (at or below the strike button), but always remember to back the lever down to the free position before turning the pre-set knob to adjust the drag setting. Doing this will provide the most accurate and consistent pre-setting of the drag. The 975LD pre-set knob features a click function. To increase, turn clockwise; to decrease, turn counter-clockwise. The drag setting will change by approximately 1/2 lb. per click.

Rather than pointing the rod at the spring scale and pulling back to pull line directly from the reel, pull line from the rod tip, keeping the rod in a 10 or 11 o'clock fighting position, as if you had a fish on. When your spool starts to slip and yield line, check the reading on the spring scale. Pre-setting the drag on your 975LD is a trial-and-error process, but it is a most elementary and necessary step to enjoy the full potential of the Penn International® lever drag system.

Listed below are the recommended settings for your 975LD. Be sure to periodically check your drag setting with your spring scale. Remember that the strike position (at or below the strike button) is where you want your lever to be to strike and fight the fish, using the full position, which will provide up to 1/3 more drag pressure, only when really needed.

| LINE | STRIKE SETTING | FULL SETTING |
|------------|----------------|--------------|
| 15 Lb.Test | 4-5 Lbs. | 6-7 Lbs. |
| 20 Lb.Test | 5-7 Lbs. | 7-9 Lbs. |

Adjustable Three-Level Centrifugal Casting Control. Located inside the left side plate assembly on all International® baitcaster models is the three level centrifugal cast braking system. International® baitcasters are shipped from the factory with all centrifugal casting controls disengaged. To activate, see "Casting With Your International® Baitcaster." When the casting controls are engaged, during a cast, opposing brakes on cross pins attached to the spindle rotate outward to a drum flange in the left side plate. This helps reduce excessive spool speed and overruns.

Click Warning Device. Located on the lower left side plate. Push up to engage click, push down to disengage click. Invaluable under certain conditions, the clicker alerts the angler when line is going out. It is intended for use only as a signal, and the click should be off whenever possible to maximize life of the clicker assembly.

CASTING WITH YOUR INTERNATIONAL® BAITCASTER

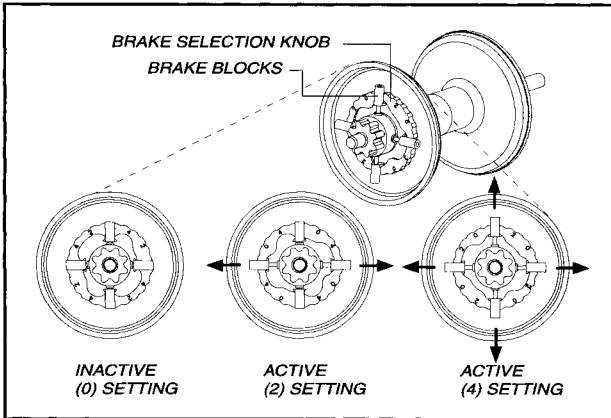
Even though you may find that you can easily cast your International® baitcaster right out of the box, differing casting techniques, conditions and levels of casting skills may require some additional casting controls. No matter what your needs are, you can adjust these International® baitcasters to just about any casting situation. If included in your model, use the Spool Tension Control as your primary, initial control, then use any level of the Adjustable Three-Level Centrifugal Casting Control to fine-tune your casting. Good casting – and good fishing!

Casting I - Spool Tension Control. On all models (except the 975LD, which features a lever drag system), the mechanical spool tension control is located on the center of the right side plate. To adjust for casting, first fill your reel with good quality fishing line (tie your arbor knot around the knurls on the spool's arbor to prevent your line from slipping) and mount it on a properly matched rod.

Run the line through the levelwind (if included on your reel) and through the guides. On the end of your line, attach a lure or weight representing the general weight you will be using. Hold the rod at an angle just above horizontal and push the button for free spool. Allow the weight to fall to the ground and adjust the spool tension control (clockwise for more control, counter-clockwise for less control) so that the weight falls easily but the line does not backlash. Now try a cast suitable to your type of fishing. Depending on the nature and style of your particular casting, some trial-and-error casting and adjustment sequences are recommended to achieve backlash-free casting.

Casting II - Adjustable Three-Level Centrifugal Casting Control. For finer casting control settings, all Penn International® baitcasters feature a unique 0-2-4 centrifugal braking system that permits three levels of control. International® baitcasters are shipped with all brake blocks inactive (O setting). To activate two (2 setting) or four (4 setting) brake blocks, you need to first access the inside of the reel.

Carefully unscrew (counter-clockwise) the captive thumb screws on the right side plate and remove the complete right side plate assembly. Carefully remove the spool assembly and locate the centrifugal braking assembly on the left spool flange (see illustration). On the 975LD, the entire spool assembly will come out with the right side plate.



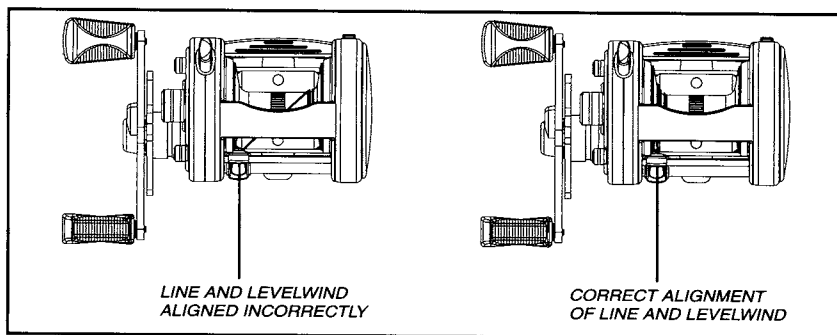
In the inactive (0) setting, notice that all anti-backlash brake blocks will not extend beyond the brake selection knob. To activate two brake blocks (2 setting), turn the white brake selection knob clockwise less than a 1/4 turn, until you feel the knob slide into a detent. Gently pull on each brake block with your fingers, and you will find that two opposing brake blocks will extend about halfway over the edge of the brake selection knob. To activate all four anti-backlash brake blocks, (4 setting), turn the brake selection knob again in the same direction (clockwise, less than a 1/4 turn), until you feel the brake selection knob again slide into a detent. Gently pull on all brake blocks to verify that all four extend about halfway over the brake selection knob.

While activating/de-activating the anti-backlash brake blocks, you can turn the white brake selection knob in either direction, and the brake blocks will automatically slide into their proper positions on the brake selection knob. Remember, gentle is the word when checking the brake blocks. Use only your fingers. If you use any force, you may bend the pins and hinder the performance of the centrifugal braking system.

When re-assembling your International® baitcaster, carefully align the left end of the spool's spindle so that it drops into the left side bearing and side plate assembly.

Carefully align the right side plate assembly over the right end of the spool's spindle and drop the right side assembly into place. Use the push button and corresponding notch in the frame as a guide. Tighten (clockwise) the right side plate thumb screws securely, but be sure not to overtighten. Check overall operation of reel before resuming casting or fishing.

CAUTION: In order to get maximum casting and drag performance out of your International® baitcaster, always make sure that your levelwind (if included on model) is properly aligned with the line coming off the spool. Avoid casting and fishing with your levelwind and line out of alignment. See illustrations.



Whenever you remove the spool, as in adjusting the centrifugal casting controls or lubricating internal components, you risk putting the levelwind out of sync with how the line was wound on the spool. The same is true when you're done fishing and you cut off all terminal tackle, then wind the line completely through the levelwind and turn the handle a few times. Here are some tips on how to minimize misalignment of the levelwind and line:

- When removing the spool, wind the line completely through the levelwind. As soon as the line clears the levelwind, stop turning the handle and keep from turning the handle further.
- Carefully remove the right side plate assembly and spool. Pay very close attention to the position of the levelwind, position of line coming off the spool and handle position. Perform your cast control adjustments or servicing, then carefully place spool and right side plate assembly back in their original positions. Check that your line and levelwind are aligned together. Doing this takes a quiet place, a pair of exacting hands and attention to detail.

-
- If you do find that your levelwind and line are not in sync, you can always pay out the line through the levelwind, then wind the line back through the levelwind. This will synchronize things once again. A synchronizing shortcut is to pay out and wind in only the casting or working length of line, which will get you back in action. However, if you hook and fight a monster fish that takes line out beyond your working length of line, you're then fighting perhaps the fish of a lifetime with a levelwind that's not in sync with the line ripping off the spool. You're then in a situation that's not utilizing the reel's components, like the levelwind and even the drag, to their fullest potential.
 - The most surefire way to resynchronize the levelwind and line on your reel is to pay out the entire length of line, then rewind the line through the levelwind once again. Use the same amount of tension on the line that you used when you first wound the line on.
 - You can pay out the line in deep water, but we don't recommend paying line out over shallow, rough bottoms or water with much structure: you may nick or cut your line. If you're shore bound, use another reel of equal or larger size to hold the line you're paying out. That makes the job quick and easy.

WARNING: Use extreme care when casting this or any other baitcasting, conventional or spinning reel.

Follow procedures detailed here on how to eliminate or reduce backlashes on your Penn International® premium baitcasting reel. Under certain conditions, backlashes can cause the lure, weight or terminal tackle to spring back toward the caster, posing a potential threat of bodily harm.

Treat your terminal tackle as a potentially harmful projectile when casting. To ensure the safety of yourself and others, be aware of your surroundings, both in front of you and behind you, while casting this or any fishing reel.

After fishing in salt water, wash your International® baitcaster with a fine spray of fresh water to remove any accumulated salt deposits. Dry excess moisture and sparingly lubricate all exposed areas. Many fishermen use an oily rag or pressurized spray oil for quick, easy protection. Back off star drag or drag lever to free spool between fishing to relieve pressure on washers and springs.

Store your reel in a cool, dry place. Do not store in a plastic bag, as condensation may develop and damage the reel. Periodically examine your reel and tighten any loose screws and fittings. Overhaul reel at least once a season.

Frequently lubricate all frictional points (except drag washers). For best results, use Penn's reel lube and a good quality waterproof grease, such as Penn's Muscle Grease. Remember, only a few drops or dabs are sufficient in most cases. Do not over-lubricate!

For a more thorough, internal lubrication of your Penn International® baitcasting reel, carefully unscrew (counter-clockwise) the captive thumb screws on the right side plate and remove the complete right side plate and spool assembly. Use only a few dabs to lubricate internal frictional surfaces. Lubricate main and pinion gear by sparingly smearing the teeth with a good quality waterproof grease, like Penn's Muscle Grease. When re-assembling, tighten screws securely, but be sure not to over-tighten and risk stripping threads. When breaking down sub-assemblies of your reel even further, use the exploded view as a guide for servicing and parts replacement.

For non-warranty service to your Penn reel, simply return the reel with a brief note describing the service you want performed. Available on the Penn website (www.pennreels.com) is a repair form that we suggest is completed and returned with each reel for more efficient processing. Penn strives to complete all repairs in a timely manner.

Penn will not initiate service until a means of payment is arranged. Accepted means of payment include only the following credit cards: Mastercard, Visa, American Express, and Discover. COD, personal checks, or cash are not accepted.

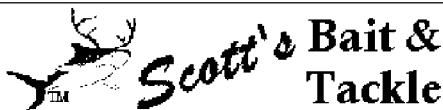
HOW TO ORDER PENN REEL PARTS

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1. Call the Penn Parts Department at (215) 229-9415 between 8:30 am and 4:30 pm U.S. East Coast time to order your Penn Parts over the telephone. Accepted means of payment include only the following credit cards: Mastercard, Visa, American Express, and Discover. COD, personal checks, or cash are not accepted.
2. Penn Parts may also be ordered through Penn's local dealer network. Check your telephone directory for a Penn Dealer near you, or visit Penn's website at www.pennreels.com to locate a nearby dealer.



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