



Freedom Launcher® *Kayak Mobility Systems*

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Wilder Side Dealer Bulletin 26-001: **First XTR130 Install**



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Wilder Side Dealer Bulletin Series

Notes:

Subject: First XTR130 Install: Field Feedback & Technical Notes

Origin: Augusta, GA — February 21, 2025

Field Report: First Sale — XTR130

Customer completed the first **Freedom Launcher** installation on a fully rigged **Bona Fide XTR130** (motor, electronics, and gear). Monitoring this first-in-field unit has provided critical insights into how the premium market is responding to the brand.



Key Takeaways

- This customer evaluated Trailer vs Freedom Launcher, not cart vs cart
- OEM-level integration was a primary driver of satisfaction
- Other intel: Fully rigged kayaks expose the limits of historical landing gear; multiple reports of bending legs on Sidekick (Titan X 12.5 etc.)
- XTR130 install requires minor configuration adjustment for optimal alignment



1. The Buyer Journey: System vs. Trailer

The customer spent 4–6 weeks evaluating his setup. Significantly, his decision was **not** between a cart and the Freedom Launcher—it was **Trailer vs. Freedom Launcher** – an integrated transport system decision, not an accessory.

2. Aesthetic Signal: "The OEM Look" vs competition (Jan 31, 2026 / Auburn, NE)



Picture at left of competitive system observed at Sportsman Expo hosted by KayakJak, Jan. 31, 2026.

Post-install, the customer (Fernando) noted: *"It looks OEM—like it was built for the kayak."* After a two-hour evening installation, the customer stayed with the boat for hours simply to admire the integrated look.

Integration showed up immediately as a key driver of satisfaction.

3. 🗨️ Customer Feedback (rec'd March 21, 2026)

Without being prompted or "pulled" for a review, Fernando reached back out to share his experience after four tournament-level trips:

- **Fernando:** *"The last four trips I've taken, the landing gear has worked just amazingly. Thank you again."*
- **Wilderside:** *"How did the tournament go—land a big*

one?"

- **Fernando:** *"It went very well—I came in 7th. Caught some decent fish, and the landing gear worked amazingly. Thank you again."*

4. 🛠️ Technical Install Notes: XTR130 (Critical)

To achieve the "OEM" integrated look and ensure proper axle alignment, the legs must splay out slightly to accommodate the XTR "fat tail". Normally, they would tuck in a bit.

- **Leg Sweep:** System ships configured at +2°. Field adjustment to -2° required for this application by following this installation method:
 - **Crossbar Orientation:** Install crossbar **reversed / upside down** to enable the outward sweep.
 - **Leg Positioning:** Left leg installs on the right side; and vice versa.
- **Reference:** See assembly manual (final two pages).

5. Integration and installation notes:

Customer initially identified potential interference between the stowed leg and LiveScope. Resolved by rotating the LiveScope transducer 180°, allowing full clearance when stowed.



6. Dealer Takeaway

Fully rigged platforms (motor + electronics) expose the limits of traditional carts. We are beginning to see a clear divide between "add-on" accessories and "integrated" systems.

Questions for your team:

- Are your customers solving for a cart—or a trailer alternative?
- Which premium kayaks on your floor fit this high-load profile?

Notes

Customers share lots of great feedback with us. We'll continue sharing what we're seeing in the field as it develops. If you're seeing similar patterns with your customers, we'd be interested to hear.



**Go farther. Launch easier. Fish longer.
with the Freedom Launcher® by Wilder Side**