CLAIMS

1. A fishing rod comprising: a rod; and a grip body attached to a rear end of the rod,

wherein the grip body comprises:

a main body portion protruding from the rear end of the rod toward an axially outer side of the rod for gripping by a user;

a first insertion portion extending from the main body portion to a rod side and inserted into the rod; and

a first deformation portion recessed in a direction away from an inner peripheral surface of the rod and on an outer peripheral surface of the first insertion portion;

wherein the main body portion comprises an enlarged diameter portion that enlarges in diameter as the enlarged diameter portion extends away from the first insertion portion along an axis of the main body;

wherein the grip body is hollow and comprises a rod plug inserted into a hollow portion of the grip body;

wherein the rod plug comprises:

a base portion inserted into the grip body; and

a second insertion portion extending from the base portion and inserted onto an inner peripheral surface of the first insertion portion; and

wherein a second deformation portion recessed in the direction away from the inner peripheral surface of the rod and engaging with the first deformation portion is on an outer peripheral surface of the second insertion portion.

2. The fishing rod according to claim 1, wherein the first insertion portion is bonded to the inner peripheral surface of the rod with an adhesive.

3. The fishing rod according to claim 2, wherein the first insertion portion comprises a milling surface that is flat and on the outer peripheral surface of the first insertion portion along an axial direction of the rod, and

the first deformation portion is formed on the milling surface.

4. The fishing rod according to claim 1, wherein the first deformation portion is on a proximal end side of the first insertion portion.

5. The fishing rod according to claim 1, wherein:

the enlarged diameter portion of the main body portion comprises a first diameter enlargement portion and a second diameter enlargement portion; and

an inclination angle of the second enlarged diameter portion with respect to the axis of the main body is smaller than an inclination angle of the first enlarged diameter portion with respect to the axis of the main body.