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Bushnell Introduces New No Questions Asked Lifetime Warranty at 2016 ATA Show in Louisville, Kentucky

Whatever Happens, the Answer Will Always Be “Yes, That’s Covered”

OVERLAND PARK, Kansas – January 7, 2016 – Bushnell® is an industry leader in high-quality optics that are waterproof, fog-proof and shock proof. Now, consumers can add bear-snack-proof, crazy-brother-in-law-proof and even rough-handed-airline-proof to the list of attributes. Regardless how your scopes, binoculars and spotting scopes get wrecked, Bushnell has one response: “Yes, that’s covered.” The all-new No Questions Asked Lifetime Warranty applies to all riflescopes, binoculars and spotting scopes in the Trophy®, Trophy® Xtreme, Legend®, Elite® and Elite® Tactical lines.

“It’s our absolute, everlasting pledge to honor our customers,” said Jordan Vermillion, Bushnell Global Director for Optics. “We’re proud of our products and we are willing to guarantee complete satisfaction. We promise to repair or replace our product and ship it back at absolutely no charge.”

The new No Questions Asked Lifetime Warranty launched at the 2016 Archery Trade Association Show in Louisville, Kentucky. The new warranty is fully transferable and covers accidental damage as well as defects in materials and workmanship. No receipt or warranty card is needed. Bushnell will simply repair or replace the product with one of equal or similar value and/or specifications. Plus, unlike many competitors, Bushnell will return the product with no shipping or handling charges. It’s the best warranty in the business, and it’s only from Bushnell.

Bushnell, a Vista Outdoor, Inc. brand, is one of the most recognizable and trusted names in precision hunting, tactical and recreational optics and accessories. For more information, visit www.bushnell.com

About Vista Outdoor

Vista Outdoor Vista Outdoor is a leading global designer, manufacturer and marketer in the growing outdoor sports and recreation markets. The company operates in two segments, Shooting Sports and Outdoor Products, and has a portfolio of well-recognized brands that provide consumers with a range of performance-driven, high-quality and innovative products in the ammunition, firearms and outdoor products categories. Vista Outdoor products are sold at leading retailers and distributors across North America and worldwide. Vista Outdoor is headquartered in Utah and has manufacturing operations and facilities in 10 U.S. States, Puerto Rico, Mexico and Canada along with international sales and sourcing operations in Canada, Europe, Australia, New Zealand and Asia. For news and information, visit www.vistaoutdoor.com or follow us on Twitter @VistaOutdoorInc and Facebook at www.facebook.com/vistaoutdoor.

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