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FOR IMMEDIATE RELEASE

## **New Bushnell AR Optics are Optimized for the Most Popular Firearms**

### **Bushnell has Added New Models to the Popular AR Optics Family**

**OVERLAND PARK, Kansas – April 18, 2018** – Bushnell, an industry leader in high-performance optics, has added to its top-selling line of AR Optics with several new options designed specifically for the Modern Sporting Rifle platform.

The growing AR Optics line now has a scope specifically tailored for almost every prevalent caliber of today's most popular rifle—including 22 LR, .223/5.56, .308 Win., .300 BLK, and even the red-hot 6.5 Creedmoor and .224 Valkyrie.

“Each scope has a throw-down power-change lever that can be set to two different heights,” said Bushnell Tactical product manager Bryan Parrish. “It makes these scopes as customizable as the rifles they share a name with.”

The new lineup of AR Optics riflescopes boasts fully multi-coated optics throughout to deliver crisp images in every lighting condition. Custom BDC reticles purpose-built for each model allow precise elevation holds with today's most popular calibers. Other features are model specific, including two options with illuminated reticles and four that boast robust 30mm tubes. In all, the AR Optics line now boasts 11 models in configurations from 1-4x24mm to 4.5-18x40mm with eight different optimized reticles.

In addition, the AR Optics line is taking red dots to the next level. The new TRS-26 goes beyond its historic predecessor with longer battery life, a brighter, crisper dot and push-button operation – all in the same compact package. It features a 3 MOA dot with a 26mm tube body.

The new First Strike 2.0 also features longer battery life with a small reflex-style ruggedized housing and 4 MOA red dot.

“The First Strike 2.0 is two times the red dot its older brother was,” added Parrish. “It also features longer battery life, a brighter dot and tool-less side compartment battery removal.”

Waterproof, fogproof and shock-proof the new TRS-26 and First Strike 2.0 offer adjustable brightness settings to perform in any weather and every lighting condition.

Bushnell, a Vista Outdoor 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](http://www.bushnell.com).

### **About Vista Outdoor**

Vista Outdoor is a leading global designer, manufacturer and marketer of consumer products 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 provides consumers with a wide range of performance-driven, high-quality and innovative products for individual outdoor recreational pursuits. 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 13 U.S. States, Canada, Mexico and Puerto Rico along with international customer service, sales and sourcing operations in Asia, Australia, Canada, and Europe. For news and information, visit [www.vistaoutdoor.com](http://www.vistaoutdoor.com) or follow us on Twitter @VistaOutdoorInc and Facebook at [www.facebook.com/vistaoutdoor](http://www.facebook.com/vistaoutdoor).

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