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## **Bushnell Announces Dozens of New Optics at SHOT Show 2018**

### **Bushnell Introduces Tac Optics, Adds to Popular AR Optics and Elite Tactical Lines**

**OVERLAND PARK, Kansas – January 19, 2018** – Bushnell, the industry leader in high-performance sport optics, will launch more than a dozen new optics at the 2018 SHOT Show, January 23 to 26 at the Sands Expo Center in Las Vegas, Nevada.

The new Bushnell lineup includes a new Tac Optics line, as well as additions to the popular AR Optics and Elite Tactical riflescopes.

Tac Optics is Bushnell's newest family of tactical riflescopes and red dots. Tac Optics riflescopes are available in four configurations, with multiple reticle options and 30mm and 1-inch diameter tubes. Tac Optics riflescopes were designed to improve the performance of every shooter, from novice to professional, and can adapt to any environment and application.

The new Tac Optics red dots feature three models. The Mini Cannon gives users four reticle options at the push of a button and delivers industry-leading battery life (more than 30,000 hours). The Lil P(rism) is one of the industry's smallest prism sights, and the BDC reticle is ideal for carbines. The Big D(ot) is anything but small with a massive 37mm objective and FOV unrivaled in the red dot market. All three optics provide some of the brightest dots available, with market-leading battery life.

"The AR Optics line also gets new scopes and red dots," said Bryan Parrish, product manager for tactical optics. "We have a new TRS-26 with longer battery life, a brighter, crisper dot and push-button operation. The First Strike 2.0 features longer battery life, a brighter dot and tool-less side compartment battery."

Bushnell's AR Optics riflescopes are designed specifically for the AR platform. New models are available for nearly every popular AR caliber, including 22 LR, .223/5.56, .308, 300 Blackout and even 6.5 Creedmoor and new .224 Valkyrie. Each scope has a throwdown power change lever with two different heights, making these scopes as customizable as the rifles they share a name with.

In the competition scope game, Bushnell's Elite Tactical line has built a reputation for extreme performance that goes far beyond the price tag. Bushnell's DMR line of riflescopes are trusted by military, law enforcement and PRS champions – shooters who know every shot counts. The new DMR II Pro Rifle scope combines that performance with ED Prime Glass. The best glass Bushnell offers, ED Prime Glass brings out rich color and the finest details, even (and especially) in low light. The DMR II Pro has all the other great features of its predecessor, and remains the only choice when precision is a requirement.

Bushnell Elite Tactical red dot also gets an upgrade. The CQTS II Red Dot is built with the quality, durability and performance that comes with the name. The Close Quarters Tactical Sight is a 30mm tube red dot and features four reticles, which can be switched with the push of a button. The 30mm tube red dot comes with a battery that can last 50,000 hours.

“Rounding out the Elite Tactical line, we’ve added the new Bushnell SMRS II and SMRS II Pro riflescopes,” said Parrish. “They are enhanced by the new CQ-BDC reticle, which is ideal for short- and mid-range scenarios. The SMRS II is black, with a folding throw lever and exposed turrets. The SMRS II Pro is built to meet the demands of the toughest users. It comes in flat dark earth, and features capped turrets and the fixed ThrowHammer throw lever for instant magnification changes.”

Attendees of the 2018 SHOT Show in Las Vegas can see the new at the Bushnell Booth #14551.

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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