



Contact: Jake Edson
Communications Manager
Outdoor Products
(763) 323-3865

E-mail: pressroom@vistaoutdoor.com

FOR IMMEDIATE RELEASE

Bushnell Optics Showcases New Products at IWA Outdoor Classics

European Versions of Prime, Nitro and Forge Expected to Draw Heavy Interest

OVERLAND PARK, Kansas – March 6, 2019 – Bushnell Optics will be an exhibitor at Europe’s largest trade show covering the hunting and shooting sports—the 2019 IWA Outdoor Classics. Held March 8 to 11 in Nuremberg, Germany, this international hunting, shooting and outdoor trade show hosts more than 1,500 exhibitors and 45,000 attendees.

Bushnell will feature several new Prime, Nitro and Forge optics, including riflescopes developed specifically for the European market with illuminated reticles. With illuminated German #4 reticles and options such as 30 and 34mm main tubes, capped turrets and 56mm objective lenses, these European-style offerings are perfectly-suited for the high-stand, driven or spot-and-stalk hunts.

Other new optics, including the recently released Forge 15x56mm binoculars, will also be on display in the updated Optics Booth. Visitors to the show will have an opportunity to stop by booth #3-307 in Hall 3 to meet with Bushnell representatives and get their hands on new and popular products.

2019 marks over 45 years of the IWA OutdoorClassics Show hosted in Nuremberg, Germany. This international trade fair features outdoor equipment, functional clothing, hunting sports and shooting sports exhibitors from the retail firearms industry. For more details on the IWA OutdoorClassics Show, visit www.iwa.info/en

Bushnell, is one of the most recognizable and trusted names in precision hunting, tactical and recreational optics and accessories. For more information on our products, visit www.bushnell.com.

About Bushnell

Bushnell, a Vista Outdoor brand, has been the industry leader in high-performance sports optics for more than 65 years. Our guiding principle is to provide the highest quality, most reliable and affordable sports optics products on the market. And, our commitment to outstanding customer service and strong retailer partnerships is unmatched. Bushnell boasts leading market share in all of the sports optics categories, and our products have consistently won design and performance awards. Our product lines enhance the enjoyment of every outdoor pursuit from spectator sports, nature study, hunting, fishing and birding to stargazing. For news and information, visit www.bushnell.com or follow us on Instagram at www.instagram.com/bushnell_official/ and Facebook at www.facebook.com/bushnell.

###