



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

E-mail: [pressroom@vistaoutdoor.com](mailto:pressroom@vistaoutdoor.com)

FOR IMMEDIATE RELEASE

## **Simmons ProTarget Rimfire Scopes are the Perfect Scope for Plinkers**

**OVERLAND PARK, Kansas – January 18, 2019** – Simmons, the leader in value-packed riflescopes, is proud to introduce its ProTarget Rimfire scopes, designed for folks who love to plink. See these new scopes in Simmons' booth (#14551) at the 2019 Shooting Hunting and Outdoor Trade (SHOT) Show, held Jan. 22 through 25 in Las Vegas, Nevada.

The new scopes have fully multi-coated lenses and interchangeable ¼-MOA, .17 HMR and .22 LR ballistic elevation turrets for popular rimfire loads. In addition, they have fixed- and variable-power options to satisfy the needs of hunters for close shots or reaching out to longer ranges.

“Priced right and with the critical features shooters demand, the new ProTarget Rimfire scopes are exactly what small-bore shooters have been asking for,” said Simmons Product Manager Clint Mermis. “Fully multi-coated lenses offer a bright, clear view and the interchangeable ballistic elevation turrets match perfectly with today’s most popular rimfire calibers.”

Included with each scope, Weaver-style rings ensure a rock-solid mount complimentary of the waterproof, fogproof and shockproof construction.

Simmons ProTarget Rimfire scopes come in three configurations: 4x32mm (\$59.99), 2-7x32mm (\$79.99), and 3-9x40mm (\$89.99).

Simmons, a Vista Outdoor brand, has long been one of the most trusted and most value-packed names in optics. For more information, visit [www.simmonsoptics.com](http://www.simmonsoptics.com).

### **About Simmons Optics**

Simmons has established itself as a visionary leader in high-quality, high-value riflescopes and binoculars. Since 1983, hunters and sportsmen alike have looked to Simmons for extraordinary optical innovation and rugged durability. Simmons riflescopes not only deliver spot-on accuracy, innovative features and enviable performance, they're also built to last. For outstanding precision that'll last for an untold number of hunts, Simmons out-performs all others in its class. Review our entire line of

fine sporting optics at [www.simonsoptics.com](http://www.simonsoptics.com) and you'll soon discover why so many trust Simmons to help make their dream hunt a reality.

###