



Contact: J.J. Reich
Communications Manager
Firearms and Ammunition
(763)-323-3862

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E-mail: pressroom@vistaoutdoor.com

NRA *American Hunter* Magazine Honors Savage Arms A17 with “2016 Rifle of the Year” Golden Bullseye Award

SUFFIELD, Conn. – May 25, 2016 – The National Rifle Association’s (NRA) *American Hunter* magazine has recognized Savage Arms’ A17 rifle with the Golden Bullseye Award for 2016 Rifle of the Year. Representatives from Savage Arms accepted the prestigious honor at the 2016 NRA Annual Meetings & Exhibits on Friday, May 20, in Louisville, Kentucky.

“The A17 demonstrates the essence of Savage—we are focused on forging modern, high-performance firearms through American ingenuity,” said Al Kasper, President of Savage Arms. “We’re incredibly proud to receive the *American Hunter* Golden Bullseye Award, and with this recognition, we’re confident we have produced a category-leading firearm.”

The A17 is a smooth-cycling 17 HMR semi-automatic that includes Savage’s adjustable AccuTrigger technology, which lets shooters easily fine-tune trigger pull to match their personal taste. With this new rifle, Savage puts its revolutionary delayed-blowback technology and 17 HMR performance within easy reach of serious shooters from all walks of life.

“For the past 14 years, the Golden Bullseye Awards have recognized the preeminent products in the shooting sports, and this year is no exception,” said Doug Hamlin, Executive Director of NRA Publications. “Savage Arms has created a modern rimfire rifle deserving of a 2016 Golden Bullseye Award. This year’s award recipients embody what NRA members value most in firearms—innovation, safety and reliability.”

Savage Arms is a brand of Vista Outdoor Inc., an outdoor sports and recreation company. To learn more about Savage Arms, visit www.savagearms.com

PHOTO: Savage Arms President Al Kasper (left) accepting the award for 2016 Rifle of the Year from American Hunter Editor Scott Olmsted (right).

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, Europe and New Zealand. 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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