



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

FOR IMMEDIATE RELEASE

E-mail: pressroom@vistaoutdoor.com

Federal Premium Enhances Self-Defense Firepower With New Hydra-Shok Deep

ANOKA, Minnesota – January 5, 2018 – Federal Premium built on the legendary performance of its time-tested Hydra-Shok platform to create new Hydra-Shok Deep. The hard-hitting new round delivers improved penetration and superior reliability to provide handgun owners with a powerful new option for personal defense. Federal Premium will launch Hydra-Shok Deep at the 2018 SHOT Show (Booth 14551) January 23-26 at the Sands Expo Center in Las Vegas, Nevada.

“Hydra-Shok Deep offers consumers a round that results in consistent, reliable performance through typical defensive barriers and penetrates to the depth deemed optimum by the leading law-enforcement agency in the United States,” said Larry Head, director and chief engineer of handgun ammunition.

Original Hydra-Shok has been a self-defense staple since its creation in 1989 in response to the FBI’s request for a projectile with better terminal ballistics than traditional cup-and-core bullets. The Hydra-Shok bullet’s notched jacket, non-bonded lead core and unique center-post hollow-point design produced better penetration and more consistent threat-stopping expansion than other bullets at the time.

“FBI performance requirements and protocol testing have evolved over time,” said Head. “One of the most notable changes has been the desire for deeper-penetrating rounds and more consistency in penetration depths through all intermediate barriers.”

New Hydra-Shok Deep was built to meet these modern standards. Its bullet features a core design that provides up to 50 percent deeper penetration than original Hydra-Shok and similar loads from competitors, and the center post has been improved so it’s more robust, which provides better integrity and performance through barriers. Testing shows that Hydra-Shok Deep penetrates 15 inches in bare ballistics gelatin, which is the optimal depth, according to FBI standards.

Hydra-Shok Deep not only outscores the competition in testing, its remarkable improvements in expansion, penetration and integrity through defensive barriers boost real-world performance as well. “Hydra-Shok Deep reliably stops threats by controlling bullet expansion to cause significant tissue damage and penetrating deep enough to reach vital organs,” said Head.

Hydra-Shok Deep also uses surefire Federal primer and premium propellants to ensure optimum performance of both bullet and firearm. The propellants also contain flash suppressants to reduce muzzle flash and minimize temporary blindness in low-light shooting situations.

Hydra-Shok Deep will initially be offered in a 135-grain 9mm Luger, with other loads coming soon.

Federal Premium is a brand of Vista Outdoor Inc., an outdoor sports and recreation company. For more information on Federal Premium, go to www.federalpremium.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 or follow us on Twitter @VistaOutdoorInc and Facebook at www.facebook.com/vistaoutdoor.

###