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Savage Unveils Updated Model 110 Series Rifles Featuring Form-Fitting AccuFit System

WESTFIELD, Massachusetts – January 3, 2018 – Savage firearms is pleased to unveil a refreshed version of its legendary Model 110 series rifles that takes fit, form and function to new heights. The updated Model 110 lineup features a fresh look and the all-new user-adjustable AccuFit system. Savage will launch the new lineup at the 2018 SHOT Show January 23-26 at the Sands Expo Center in Las Vegas, Nevada.

The Model 110 series' extreme makeover began as a cosmetic facelift focused on style and aesthetics, but soon grew into a quest to produce a platform that would allow hunters and other shooters to perfectly customize fit for ultimate accuracy, without a trip to a gunsmith. The result was the development of the revolutionary AccuFit system.

AccuFit features adjustable components that allow users to custom-fit both comb height and length of pull. The only tool needed is a Phillips-head screwdriver.

“AccuFit makes it easy for shooters to achieve a fit that allows them to shoulder the gun and align their eye with the optics in a consistent manner, without having to move their head around to compensate for being the wrong height or distance from the scope,” said Beth Shimanski, Savage senior marketing manager. “The resulting combination of a solid cheek-to-stock connection, proper eye relief and comfortable, personalized fit add up to better shooting form and improved accuracy.”

Comb height is controlled by five riser settings, adjustable in 1/8-inch increments. “Simply select the riser that creates cheek-to-stock contact and aligns your line of sight parallel to the barrel or scope,” Shimanski explained. Length of pull is likewise fully adaptable to the shooter’s stature by using the four inserts included with the rifle.

“AccuFit is usually a set-and-forget system, but its versatility allows you to tailor length of pull and comb height as needed, such as when changing optics or donning bulky clothing for cold-weather hunting,” said Shimanski. “AccuFit also accommodates

physical changes, making it the perfect youth gun that will grow with the shooter throughout a lifetime of use.”

Shimanski noted that AccuFit’s adaptability also increases the rifle’s resale value, because it can easily be customized to fit the new owner. Likewise, the gun can be adjusted as needed if the gun is handed down to a family member.

In addition to AccuFit, all Model 110s also offer Savage’s patented user-adjustable AccuTrigger, which offers a light, crisp trigger pull with no creep and prevents the firearm from discharging if jarred or dropped. An AccuStock chassis is also standard. The rigid rail system, firmly embedded in the stock through the fore-end of the rifle, engages the action along its entire length, instead of simply at one or two points, yielding increased rigidity for better accuracy.

Each new Model 110 also sports new cosmetics and enhanced ergonomics, including improved pistol grip and fore-end shaping, plus soft-touch gripping surfaces. Other Savage hallmarks include zero-tolerance headspace control, achieved by carefully threading each barrel into place with its action and bolt, plus free-floating, button-rifled barrels and floating bolt heads.

Savage’s revamped Model 110 rifles are available in a variety of finishes and feature packages within its Big Game Hunting and Specialty series, ensuring there’s a rifle for every kind of hunter and application.

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

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