



FOR IMMEDIATE RELEASE

CCI Expands on Its Clean-22 Product Line

LEWISTON, Idaho – January 30, 2020 – Last year, CCI—the king of rimfire—launched Clean-22 in three 22 LR configurations. This year, the company expands that product line by introducing Clean-22 Suppressor 22 LR and Maxi-Mag Segmented Hollow Point (SHP) 22 Winchester Magnum Rimfire (WMR).

“CCI has been in business for more than 75 years, and currently we have close to 100 cataloged items,” said CCI Product Director Rick Stoeckel. “We utilize a state-of-the-art production facility and a dedicated, highly experienced workforce, to create a huge variety of innovative product options that have created unparalleled brand loyalty from millions of shooters and hunters. A prime example of innovation is one of the company’s latest and greatest product lines: Clean-22. And this year, CCI is expanding its lineup.”

Clean-22 Suppressor 22 LR uses an advanced polymer bullet coating to reduce lead fouling inside a suppressor by up to 60 percent. The exclusive feature allows much easier suppressor cleaning and maintenance. These loads boast excellent accuracy while cycling reliably through any suppressed firearm. The load’s brass case gives the cartridge a tactical look when paired with the black polymer, 45-grain bullet. The load is available in 200-count cartons. This convenient, carton-style “pour pack” makes it easy to handle all the ammo needed for a big day at the range. When range day is done, the containers close securely to hold the remaining rounds until your next shoot.

New Clean-22 Maxi-Mag SHP is the industry’s only segmenting hollow-point bullet in 22 WMR. The load’s 46-grain Segmented Hollow Point splits into three equal-size pieces on impact, tripling the number of wound channels. The polymer bullet coating allows this separation at much lower velocities and longer distances than a conventional copper jacket. This load features an olive drab green bullet and is available in 50-count boxes.

Clean-22 uses an exclusive polymer bullet coating to greatly reduce copper and lead fouling in the barrel—without leaving a residue. It also cuts lead buildup in suppressors by up to 60 percent—depending on outside variables. Bullets in this product line are manufactured using bullet-shape geometry that’s been ballistically optimized for accuracy and function. And with dependable CCI priming and consistent propellant, Clean-22 provides flawless cycling through all rimfire platforms including semi-automatics.

These new products were announced at the 2020 SHOT Show in Las Vegas, Nevada, January 21-24. Shipments for the new Clean-22 products mentioned in this release are scheduled to ship starting in the Spring of 2020.

In 2019, CCI launched three Clean-22 22 LR options: Sub-Sonic, High Velocity and Pink. All loads feature a 40-grain round nose lead bullet colored in a way to signify their differences. Red represented High Velocity which boasted a muzzle velocity of 1,235 feet-per-second (fps). Blue for Sub-Sonic featuring a muzzle velocity of 1,070 fps. Both options were sold in 100-count, clear-sided, durable boxes that CCI is known for. Clean-22 Pink also delivers a muzzle velocity of 1,235 fps and is colored in a way to communicate that it helps fight breast cancer. A portion of the proceeds from every box sold goes directly to the effort to find a cure. It comes in a 400-round bulk bottle that's perfect for long days at the range.

For more information on CCI Ammunition, go to www.cci-ammunition.com.

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About CCI Ammunition

Dick Speer founded Cascade Cartridge, Inc. in 1951 next to the Snake River in Lewiston, Idaho. The company manufactured and marketed centerfire primers for government use in its infancy. CCI now develops them for sporting applications as part of Vista Outdoor and is the world leader in rimfire products. The company also produces industrial powerloads and Blazer ammunition. For more information, visit www.cci-ammunition.com. CCI is part of Vista Outdoor Inc., an outdoor sports and recreation corporation.