



FOR IMMEDIATE RELEASE

Federal Launches New Terminal Ascent All-Range Hunting Ammunition

ANOKA, Minnesota – January 13, 2020 – Federal, the world's largest sporting ammunition manufacturer is introducing its all-new Terminal Ascent—the best hunting bullet ever built within the 98-year history of the company. This new line of all-range ammunition will be on display in Booth No. 14551 at the 2020 SHOT Show, January 21-24 at the Sands Expo Center in Las Vegas, Nevada.

"The new Terminal Ascent blends the features of top match-style bullet designs with the industry's best bonding technology and components to deliver any-range accuracy and reliable expansion even at low velocities," said Federal Centerfire and Handgun Ammunition Product Director Mike Holm. "This outstanding bullet design provides high weight retention, deep penetration and lethal terminal performance, both up close and at extreme distances."

Terminal Ascent features several key elements that make up its superior overall design. First is the solid-shanked and bonded bullet construction. A bonded bullet has a lead core bonded to the copper jacket around that core. Its solid copper shank and bonded lead core retain weight for deep penetration and energy dump, delivering extremely effective wound channels and terminal performance, even at velocities as low as 1,400 fps—speeds typically seen 1,200 yards downrange in the 200-grain 30-caliber loads.

Second is the AccuChannel grooving. Like many of the most versatile bullets, Terminal Ascent features grooving along the shank to improve accuracy across a range of rifles, while decreasing barrel wear and fouling. However, unlike conventional grooving, the AccuChannel's highly technical shape accomplishes these goals with only a minimal increase in drag. Both the number and location of grooves are tailored to specific caliber. No other bullet has this grooving technology.

Third is the Slipstream heat-resistant polymer tip. The Slipstream Tip features patent-pending hollow-core technology. A small cavity runs the length of the shank all the way up to just below the point itself. That point breaks free upon impact, allowing fluid to enter the hollow core, where it generates pressure and easy expansion, even at low velocities. The Slipstream Tip's hollow core sets it apart from all other polymer tips on the market—but it's also unique in its high resistance to the elevated temperatures a bullet experiences during flight. It is superior to all other options.

In addition to the AccuChannel and Slipstream Tip, Federal engineers incorporated other important features to boost ballistic coefficient (BC), delivering flat trajectories and less wind drift.

Finally, Terminal Ascent also features high-end nickel plating that is corrosion-resistant, to give the cartridge an outstanding appearance with smooth operation. And the use of clean-burning propellant and an ultra-reliable, sealed primer—as well as its neon electric-blue polymer tip—produces a sleek-looking, high-performance cartridge that's sure to impress.

“The result of all these design elements is both close-range (higher velocity) and long-range (lower velocity) terminal performance with both accuracy and reliability, plus great looks,” said Holm. “In a marketplace filled with competitor loads that make tradeoffs—sacrificing short-range terminal performance for long-range expansion, or toughness for accuracy—Terminal Ascent does it all and stands alone.”

The new line of ammunition will be initially launched in 11 cartridge options which includes: 6.5 PRC, 280 Ackley Improved, and 28 Nosler. Federal also offers its Premium Terminal Ascent as components for handloaders.

Federal ammunition can be found at dealers nationwide or purchased online direct from Federal. For more information on all products from Federal or to shop online, visit www.federalpremium.com.

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About Federal Ammunition

Federal, headquartered in Anoka, MN, is a brand of Vista Outdoor Inc., an outdoor sports and recreation company. From humble beginnings nestled among the lakes and woods of Minnesota, Federal Ammunition has evolved into one of the world's largest producers of sporting ammunition. Beginning in 1922, founding president, Charles L. Horn, paved the way for our success. Today, Federal carries on Horn's vision for quality products and service with the next generation of outdoorsmen and women. We maintain our position as experts in the science of ammunition production. Every day we manufacture products to enhance our customers' shooting experience while partnering with the conservation organizations that protect and support our outdoor heritage. We offer thousands of options in our Federal Premium and Federal® lines—it's what makes us the most complete ammunition company in the business and provides our customers with a choice no matter their pursuit.