



FOR IMMEDIATE RELEASE

## **CCI Releases New Uppercut Defense 22 LR Rimfire Ammunition**

**LEWISTON, Idaho – January 19, 2023** – CCI Ammunition has recently released Uppercut Defense 22 LR which is designed for short-barreled, self-defense handguns. The new offering is the company's first product that falls in the personal protection ammo category.

<https://www.cci-ammunition.com/uppercute.html>

“We recognized that there are a growing number of people that have chosen 22 LR for their defense pistol for various reasons,” said Jason Slinkard, CCI’s Rimfire Product Director. “We felt it was the right time to produce the best round for those consumers to use for protection.”

New CCI Uppercut answers the call for defensive 22 LR ammunition with power and performance traditional 22 LR loads have never been able to deliver. The difference lies in its exclusive 32-grain projectile. Unlike simple lead round-nose bullets or copper-plated hollow points typical of most rimfire ammunition, Uppercut’s jacketed hollow point bullet features nose skiving that initiates full and reliable expansion through semi-automatic handguns with 2.5- to 4-inch barrels, while retaining the weight needed to hit critical penetration depths. Plus, CCI’s legendary priming ensures it will be ready when needed.

“What makes this product stand out is its plating thickness. Typically, our 22 LR bullets, such as our popular Mini-Mag line, have a thin flash plate that requires wax to keep the barrel from leading,” explained Slinkard. “The heavy copper plating on Uppercut measures six thousandths of an inch. This design feature is a key to its overall effectiveness as a self-defense bullet.”

CCI Uppercut Defense 22 LR, 32-grain Jacketed Hollow Point (Part No. 960CC) ammunition is packaged in 50-count boxes. MSRP is \$12.99.

For more information on all products from CCI Ammunition or to shop online, go to [www.cci-ammunition.com](http://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. CCI is part of Vista Outdoor Inc., an outdoor sports and recreation corporation.