



9200 Cody • Overland Park, KS 66214-3259  
Phone (913) 752-3400 • Fax (913) 752-6112

---

## NEWS

**Date:** For Immediate Release

**Contact:** Jen Messelt – Bushnell Outdoor Products  
(913) 752-6105 / [jmesselt@bushnell.com](mailto:jmesselt@bushnell.com)  
Mike Capps – Howard Communications, Inc.  
(573) 898-3422 / [mcapps@howardcommunications.com](mailto:mcapps@howardcommunications.com)

### **Elite 6500 Riflescopes Expanded To Include Two New Tactical Scopes**

**Overland Park, KS** — This year Bushnell adds two new tactical riflescopes to the Elite 6500 line with features that meet the needs of tactical and military marksmen. With their 6.5x magnification range (1:6.5 ratio from low to high power), the Elite 6500 riflescopes offer one of the widest zoom ranges in the industry. The new tactical scopes include a 2.5-16x42mm and a 4.5-30x50mm.

The Elite 6500 tactical scopes feature a new tactical matte finish that further reduces glare and reflection. Also new are tactical-style turrets that have been added for easy finger-tip adjustable windage and elevation controls. These scopes are available with Mil-Dot reticles. The 30mm tube construction delivers plenty of light and provides more adjustment for windage and elevation. Each scope features side parallax and focus adjustment. The 2.5x models can be adjusted from 10 yards to infinity and the 4.5 x models adjusts from 25 yards to infinity.

Like all Elite riflescopes they offer fully multi-coated optics with RainGuard<sup>®</sup>, ensuring a consistently sharp, clear view even in the worst conditions.

Elite series riflescopes are covered by a Limited Lifetime Warranty. Suggested retail prices are: 2.5-16x42mm - \$749 and the 4.5-30x50mm - \$949. They will be available at Bushnell dealers nationwide in March 2008.

For more information on Bushnell Products visit [www.bushnell.com](http://www.bushnell.com) or call 800-423-3537 for consumer inquiries.

-more-

*New Elite 6500 Tactical Riflescope Specifications:*

Model	Magnification	Reticle	Objective Lens	Field of View @ 100 yds.	Eye Relief (in.)	Wt. (oz)	Length (in.)	Click Value @ 100 yds.	Adjust. Range @ 100 yds	MSRP
652164T	2.5-16	Mil-Dot	42mm	41 ft. @ 2.5x 6.55 ft. @ 16x	3.9	17.3	13.5	0.25 in.	80 in.	\$749.99
654305T	4.5-30	Mil-Dot	50mm	21.6 ft. @ 4.5x 3.4 ft. @ 30x	4.0	21.0	13.5	0.25 in.	50 in.	\$949.99

*Bushnell Outdoor Products is a global manufacturer and marketer of branded consumer products based in Overland Park, Kansas. Bushnell Outdoor Products sells its products worldwide under the Bushnell<sup>®</sup>, Tasco<sup>®</sup>, Serengeti<sup>®</sup>, Bollé<sup>®</sup>, Uncle Mike's Law Enforcement<sup>®</sup>, Stoney Point<sup>®</sup>, Hoppe's<sup>®</sup>, Butler Creek<sup>®</sup>, Kolpin<sup>®</sup>, Uncle Mike's<sup>®</sup>, Millett<sup>®</sup>, Simmons<sup>®</sup> and Final Approach<sup>®</sup> brand names. For information about any of these brands or products, please contact Bushnell Public Relations at (913) 752-6105.*

# # #