



PRESS RELEASE

Weatherby® Introduces the Element™ Synthetic and Element™ Waterfowler Max-5® –

Inertia Operated Dependability for the Toughest of Conditions

For Release:

Contact: Justin Moore – jmoore@weatherby.com

Paso Robles, CA—Weatherby Inc., legendary firearms manufacturer, is honored to introduce the **Element™ Synthetic** and **Element™ Waterfowler Max-5®** semi-auto shotguns. In just its second year of production, the Element™ is quickly gaining a loyal following of shooters who prefer the clean, smooth, and reliable function of its “inertia operated” semi-auto action. For 2016, Weatherby® has taken the Element™ to a new level of performance with the addition of durable Griptonite® synthetic stock and fore-end options, available in a matte bead-blasted finish or Realtree® Max-5® camo.

The Element™ Synthetic and Element™ Waterfowler Max-5® are offered in 12- and 20-gauge, with 3” chambers, and 26in and 28in barrel length options. Both feature Weatherby’s Integral Multi-Choke System and are supplied with Improved Cylinder, Modified, Full, and Long Range Steel choke tubes, allowing shooters to tailor their shot patterns for any hunting application.

The Element’s inertia-operated action directs carbon and gas out of the barrel, helping to keep the gun cleaner and functioning smoothly. The chamber and bore are chrome lined for easier cleaning and greater corrosion resistance to withstand years of high-volume shooting. Other key features include a drop-out trigger system for easy cleaning and a ventilated top rib to provide a better sighting plane and dissipate heat waves. A fiber optic green bead front sight enables quick target acquisition, and the receiver is crafted from aircraft-grade aluminum alloy to reduce overall weight without compromising strength.

The bolt head and carrier are chrome plated for reduced friction as well as increased durability and corrosion resistance. A checkered bolt handle provides a sure grip. The Element™ series also features a dual-purpose bolt release, which functions as a means of releasing the bolt forward, and as a way to unload the shells in the magazine safely without chambering them.

For the ultimate in concealment, all exposed surfaces of the Element™ Waterfowler Max-5® are clad in Realtree® Max-5® camo. Designed for maximum effectiveness and versatility, Realtree® Max-5® is filled with cattails, reeds, cane, and grasses to blend into flooded marshes. In addition, corn, wheat, oats, and sunflowers help hide waterfowlers in open fields. Realtree® Max-5® has branches, twigs, and leaves that work in flooded timber, while open areas in the pattern mimic mud, water, bark, and shadows. All Max-5® pattern elements are strategically placed to create super-realistic tone, contrast, and shadow.

The Element™ Synthetic and Element™ Waterfowler Max-5® are scheduled to hit dealer shelves by -----
------. Contact your local authorized Weatherby® dealer to order yours today.



PRESS RELEASE

Media Contacts:

Eddie Stevenson

Driftwood Media

(210) 259-8491

eddie@driftwoodmediacom.com

Justin Moore

Weatherby Inc.

(805) 227-2600

jmoore@weatherby.com

About Weatherby

Founded in 1945, Weatherby, Inc.'s line features the distinctive WBY-X™ products as well as the popular Vanguard® and legendary Mark V® rifles (production and custom); Threat Response shotguns; over/under, semi-auto and pump shotguns; premium ammunition; and shooting accessories. For more information, go to www.weatherby.com. The company is based in Paso Robles, Calif., and invites all hunters and shooters to visit its free online community at www.weatherbynation.com or Facebook page at www.facebook.com/Weatherbyinc. Follow [@weatherbyinc](https://twitter.com/weatherbyinc) on Twitter.