



## PRESS RELEASE

SWAROVSKI OPTIK KG  
Absam, July 1, 2019

### **APPROACHING DISTANCE: The new Z8i 3.5-28x50 P from SWAROVSKI OPTIK**

**Responsible hunting over long distances demands an experienced shot. Local knowledge, correct estimations of external influences, personal experience, and the right equipment are key factors that can have a decisive influence on shot accuracy. The latest rifle scope from SWAROVSKI OPTIK is the perfect high-performance companion for challenging hunts. The Z8i 3.5-28x50 P offers excellent detail precision, even over long distances, and will win you over with its limitless versatility. The newest member of the Z8i family will be available from selected retailers from September 2, 2019.**

#### **Second to none**

While the light weight of the new Z8i (665 g/23.5 oz and 380 mm/15 in long) is a real asset for mountain hunting, the 28x magnification on this rifle scope is superb for longer distances too. The 8x zoom range, outstanding optical display performance, and uncompromising image definition over the entire field of view enable maximum detail recognition at all levels of magnification.

#### **Perfectly designed**

Like all Z8i series models, the new Z8i 3.5-28x50 P is characterized by its special features: the slimline 30-mm (1.2-in) central tube blends seamlessly with any hunting firearm. The perfectly ergonomic illumination unit with large operating features make it quick and reliable to handle. The SR mounting rail ensures quick and easy fitting.

#### **Customized**

The functional accessories increase the user-friendliness of the new Z8i rifle scope, as well as help protect the device and customize it for each individual hunter. The ballistic turret flex (BTF) can be used as either an elevation or windage turret. 70 tangible clicks help the hunter to set distances precisely. The personalized ballistic ring (PBR) offers even more individuality. The throw lever (TL) makes it quick and easy to adjust the zoom ring. The scope lens protector (SLP) prevents dirt getting into the objective and eyepiece lenses.



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### **An overview of the Z8i family: six models for different hunting priorities**

- The Z8i 0.75-6x20 is ideal for driven hunts. Thanks to VIEWPLUS 0.75x magnification, this rifle scope offers 30% more field of view, while the D-I reticle has been reduced to a single point of focus to enable an unobscured view of the target.
- The Z8i 1-8x24 is the highest performance rifle scope for driven hunting. The 42.5 m (127.5 ft) field of view with a 1x magnification ensures rapid target acquisition.
- The Z8i 1.7-13.3x42 P is a versatile rifle scope offering the compact design you need for driven hunting and stalking.
- The Z8i 2-16x50 P is a real all-rounder, ideal for stalking, as well as hide and driven hunting.
- Thanks to excellent optics, the high-luminosity Z8i 2.3-18x56 P rifle scope produces razor-sharp images even in poor light conditions and at twilight.
- Its 28x magnification makes the Z8i 3.5-28x50 P truly stand out, with extraordinarily high detail precision even over longer distances.

### **Picture material for press release:**

High-resolution picture material can be downloaded at

<https://mam.swarovski.com/pinaccess/showpin.do?pinCode=QktHa2RaPHCh>

The world belongs to those who can see beauty.

Experience the moment!

SEE THE UNSEEN.

### **SWAROVSKI OPTIK**

SWAROVSKI OPTIK, headquartered in Absam, Tyrol, is part of the Swarovski group of companies. Founded in 1949, the Austrian company specializes in the development and manufacturing of long-range optical instruments of the highest precision in the premium segment of the market. The binoculars, spotting scopes, rifle scopes, and optronic instruments are products of choice for demanding users. The company's success is based on its innovative strength, the quality and intrinsic value of its products, and their functional and esthetic design. The appreciation of nature is an essential part of its company philosophy and is reflected commendably in its environment-friendly production and its long-term commitment to selected nature conservation projects. The turnover in 2018 was 156.3 million euros (2017: 146 million euros), with an export ratio of 91%. The company has around 960 employees.



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