



SWAROVSKI
OPTIK

PRESS RELEASE

SWAROVSKI OPTIK KG

Absam, July 1, 2025

Design meets performance: The revised Z8i from SWAROVSKI OPTIK

SWAROVSKI OPTIK is setting new standards in the premium segment for hunting target optics with a very special facelift. The Z8i series, for many years the benchmark in analog target optics, is now available in a revised design – with even more intuitive handling, tailored even more precisely to the requirements of modern hunters. The focus is on optimized ergonomics, improved handling, and the versatile 8x zoom. The new Z8i models will be available from specialist retailers from July 1, 2025.

“With the facelift of the Z8i series, we are offering an even more targeted response to the needs of modern hunters – for greater control, comfort, and precision in every situation. The revised design further enhances ergonomics, improves intuition, and covers a wide range of hunting situations – without compromising on the highest optical performance. We have listened closely to what hunters need – and with the new Z8i models, we are delivering a series that is even more precisely tailored to their requirements,” explains Thomas Saller, Spokesperson for the Executive Board at SWAROVSKI OPTIK.

New design for more success

The new operating concept for the revised Z8i rifle scopes impresses with its sophisticated ergonomics. The optimized zoom ring and the throw lever, which are included in the scope of delivery, allow faster and more comfortable handling – even when wearing gloves or in difficult lighting conditions. The modernized design combines functional esthetics with uncompromising practicality and emphasizes the high quality that SWAROVSKI OPTIK is synonymous with.

Versatility thanks to 8x zoom

The true 8x zoom remains the cornerstone of the Z8i series – and offers hunters maximum flexibility in all kinds of hunting situations. From long range to rapid target acquisition at close range: the revised Z8i impresses with razor-sharp images, a large field of view, and reliable accuracy. This makes it ideally suited to the different requirements of stalking, hide hunting, or driven hunting.

The perfect rifle scope for every hunting situation

The new Z8i generation is being launched with a wide selection of models to best meet individual requirements – from a specialist driven hunt rifle scope to an all-rounder with a high magnification

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range. The modular design and the many accessories – including a BTF and PBR – allow maximum customization to suit personal preferences and hunting challenges.

More information about the new Z8i: <https://swarop.tk/eb6b94>

High-resolution picture material:

<https://mam.swarovski.com/main/opennodeview.do?tab=collectiontab&nodeId=229429>

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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 sport optical devices 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.

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