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## PRESS RELEASE

SWAROVSKI OPTIK KG  
Absam, January 28, 2025

### **Closer to The Game: The new Z8i+ 5-40x56 from SWAROVSKI OPTIK**

*SWAROVSKI OPTIK is revealing its latest innovation at Jagd & Hund, Europe's biggest hunting trade show. The Tyrolean family-owned company is extending its Z8i line with a high-magnification rifle scope. The Z8i+ 5-40x56 is the first of its kind in the hunting premium segment. It promises a unique combination of crystal-clear optics and comfortable observation to allow both a clear overview and precise target acquisition. For long-range hunting, the masterpiece impresses with remarkable detail accuracy, even at 40x magnification. The latest member of the Z8i family, now comprising a total of 8 models, will be available from February 10, 2025, at selected retailers.*

“With our Z8i rifle scopes, we have been shaping the state of the art in analog rifle scope technology for years. The combination of true 8x zoom for maximum flexibility, crystal-clear optics, exceptional viewing comfort, and a large field of view – integrated in a beautifully designed hunting rifle scope – is unique. With the Z8i+ 5-40x56, we have once again succeeded in redefining the boundaries of the technically possible,” comments Thomas Saller, Spokesman of the Executive Board of SWAROVSKI OPTIK.

#### **Uncompromising detail accuracy**

The new Z8i+ 5-40x56 impresses with its versatility: the 8x zoom allows flexible adjustment of the magnification from close to distant targets in different hunting situations. The rifle scope offers uncompromisingly high image quality across the entire adjustment range – with no restrictions. Even at 40x magnification and at longer ranges, the rifle scope impresses with remarkable detail accuracy and allows accurate judgement as well as precise target acquisition.

#### **Greater viewing comfort**

The plus sign in the Z8i+ stands for an extra-large field of view as well as a generously proportioned eyepiece. This allows accurate acquisition of the target even if your eye is not precisely positioned. In particular in hunting situations where quick reactions are crucial, the comfortable eyepiece offers a clear advantage. It allows you to move your head flexibly without losing sight of the target. This allows easier targeting and a precise shot at the critical moment.

#### **Tailored to individual needs**

The functional accessories increase the user-friendliness of the new Z8i+ rifle scope, protect the device, and help to customize it for each individual hunter. The ballistic turret flex (BTF) can be used as both an elevation and a windage turret. 70 tangible clicks help the hunter to set the shooting distances precisely. The



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personalized ballistic ring (PBR) offers even more individuality and can be engraved according to the ballistics properties of the firearm and ammunition. The throw lever (TL) makes it quick and easy to adjust the zoom ring. Additional accessories such as SLPs or AFL+ offer protection and improve visibility in adverse weather conditions.

### More information about the new Z8i+

<https://swarop.tk/ku5>

### High-resolution picture material:

<https://mam.swarovski.com/pinaccess/showpin.do?pinCode=prYGS6zfwCiB>

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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 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.

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