



SWAROVSKI
OPTIK

PRESS RELEASE

Absam, January 20, 2026

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SWAROVSKI OPTIK Launches New Rifle Scopes for Every Hunting Journey Innovation Meets Confidence

For over 75 years, SWAROVSKI OPTIK has been setting benchmarks in premium hunting optics. Driven by the principle “by hunters, for hunters”, the Tyrolean family-owned company combines expertise, experience, and a deep understanding of real-world needs. Now, three renowned rifle scope lines are upgraded and expanded with brand-new models providing reliable equipment for diverse hunting settings. With the introduction of the new dS 4-24x50 P, the next generation of the Z6i rifle scopes, and two new Z5i+ MRAD scopes, SWAROVSKI OPTIK delivers precision, versatility, and reliability for every hunting type. The new rifle scope models will be available from specialist retailers starting January 27, 2025. Availability may vary by region, allowing hunters worldwide to choose the model that best fits their hunting style.

“With these new products, we are reaffirming what SWAROVSKI OPTIK stands for: premium craftsmanship and precision made in Austria. For more than 75 years, we have been deeply rooted in the hunting community and kept our ears to the ground, listening to what hunters most want and need. This close connection enables us to deliver high-end optics tailored to individual requirements – combining tradition, innovation, and uncompromising quality,” says Johannes Oberdanner, CEO of SWAROVSKI OPTIK.

dS 4-24x50: Confidence Under Pressure

With the new dS, precision comes with confidence. At the push of a button, the dS automatically calculates and displays the corrected aiming point, factoring in distance, angle, environmental conditions, and the hunter’s personal ballistics. Whether you’re stalking red deer in Scotland or hunting elk in the Rockies, the dS ensures one clean shot. Its new optical system offers a wider field of view and exceptional detail recognition, combining legendary SWAROVSKI OPTIK image quality with cutting-edge digital technology. Fully connected via the SWAROVSKI OPTIK Hunting App, the dS allows personalized ballistic profiles, shot tracking, and over-the-air updates, making it a future-proof companion for every hunt.

Z6i – Redefined for a new era: More Precise. More Versatile. More Advanced.

Hunting isn’t just a skill, it’s a journey. The new Z6i stands for what hunters value most: precision, versatility, and reliability, season after season, year after year, generation after generation. With premium optics, improved handling, and a forgiving eyepiece, the Z6i delivers sharp detail and brilliant contrast – even in imperfect shooting positions. Rugged and built to last, it’s a true investment for hunters who demand performance and trust over the long term.



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Z5i+ MRAD – Expanding Long-Range Possibilities: Performance Elevated, Greatness Defined

For specialists who thrive on precision at distance, SWAROVSKI OPTIK broadens the Z5i+ portfolio with an MRAD-based elevation adjustment. Lightweight yet uncompromising in optical clarity, it's ideal for mountain hunts and challenging terrain where every gram matters.

By Hunters for Hunters

From digital excellence to analogue all-rounders and long-range specialists, SWAROVSKI OPTIK offers the perfect scope for every hunting situation and every hunter.

Models and prices:

| Rifle scope | Model | Price (MSRP in EUR for Austria) |
|-------------|----------------------------|---------------------------------|
| dS | dS 4-24x50 P | from 4.990,- EUR |
| Z6i | Z6i 1-6x24 | from 1.950,- EUR |
| | Z6i 1.7-10x42 | from 2.050,- EUR |
| | Z6i 2.5-15x50 P (BT) | from 2.210,- EUR |
| | Z6i 4-24x56 P BT | from 2.390,- EUR |
| Z5i+ MRAD | Z5i+ 3.5-18x50 P BT L MRAD | 2.290,- EUR |
| | Z5i+ 5-25x56 P BT L MRAD | 2.390,- EUR |

More information about the rifle scopes: [Rifle Scopes - SWAROVSKI OPTIK](#)

High-resolution picture material: [SWAROVSKI OPTIK image database](#)

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The world belongs to those who can see beauty.

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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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