



## PRESS RELEASE

SWAROVSKI OPTIK KG  
Absam, June 15, 2023

### **Z8i+ – SEE MORE, ACT FASTER: SWAROVSKI OPTIK relaunches driven hunt rifle scopes**

*SWAROVSKI OPTIK is launching a revised version of its Z8i driven hunt rifle scopes. The new **Z8i+ models** impress thanks to an even larger field of view. In the 0.75 version, the Tyrol-based long-range optics experts have increased it by 15% compared to the previous model. The field of view in the model with the 1x version has been increased by 17%. A shorter zoom rotation and the proven CLICKONE function also help hunters to concentrate on the essentials at the crucial moment. The Z8i+ models are available from selected retailers from September 4, 2023.*

“You have to maintain an overview, sight in the game correctly in difficult terrain, then act quickly and appropriately at the crucial moment – these are the challenges of driven hunting. With the new Z8i+ models, we are once again living up to our guiding principle of ‘constantly improving what is good’. With the significantly enlarged field of view, we are launching an unrivalled optic on the market that will provide hunters with maximum assistance in line with good hunting practice,” says Stefan Hämmerle, Member of the Executive Board – Marketing and Sales at SWAROVSKI OPTIK

#### **Never miss a thing**

The 8x zoom makes it possible to sight in the game, even at long range. The 0.75 version of the Z8i+ scores with a groundbreaking field of view of 64.6 m/100 m (193.8 ft/100 yds) The 1x version boasts a remarkable 50 m/100 m (150 ft/100 yds) field of view. The eyepiece has also been modified, improving target acquisition and increasing viewing comfort. Both models impress with their uncompromising image sharpness right to the edges.

#### **Intuitive to use**

Another feature of the Z8i+ models is the shorter 160° zoom rotation. The ergonomic TL throw lever makes it quick and easy to adjust the zoom ring. Available in black or orange, this is now supplied as standard. On the 0.75 version, the CLICKONE function has a tangible click so that you know when you have reached 1x magnification. This makes using the new Z8i+ totally intuitive.

On the 0.75-6 x 20 version, the Z8i+ is available with a D-I reticle. This has been reduced to a single, illuminated dot and provides an almost unobscured view of the target. The Z8i+ with the tried-and-tested 4A-IF reticle offers a high degree of flexibility and adapts perfectly to the particular hunting situation. With FLEXCHANGE, an illuminated ring can be switched on and off at the touch of a button.

#### **Customizable**

The latest member of the Z8i family can be customized to the hunter’s particular needs with the help of selected accessories. The Z8i’s BTF flexible ballistic turret can be used as both an elevation and windage turret, and the SLP+ scope lens protector prevents dirt getting into the objective and eyepiece lenses. The AFL+ anti-fog lens is compatible with both versions.

**For more information, visit:** <https://swarop.tk/t6h>



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### **GEAR designed especially for driven hunts**

Along with the market launch of the new Z8i+ models, from June 15, 2023, SWAROVSKI OPTIK is extending its GEAR range to include clothing for driven hunts. The new items offer impressive functionality, with a strong focus on the important safety aspect. The SC cap, GP gloves pro and HV hunting vest are all in signal orange, the warning color for driven hunts. The range now also includes the TSH hunting T-shirt, a high-quality cotton T-shirt for the hunter target group that is suitable to wear in all hunting seasons.

**More information on the GEAR driven hunt range can be found here:** <https://swarop.tk/rr3>

**High-resolution picture material:** <https://mam.swarovski.com/pinaccess/showpin.do?pinCode=zQMlyPEEhw0n>  
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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. The turnover in 2022 was 216.4 million euros (2021: 210.4 million euros), with an export ratio of 90%. The company has over 1,000 employees worldwide.

### **Information & contact details**

Kathrin Puelacher  
PR Manager  
Daniel-Swarovski-Straße 70  
6067 Absam, Austria  
Cell phone: +43 (0) 664 / 625 58 68  
[kathrin.puelacher@swarovskioptik.com](mailto:kathrin.puelacher@swarovskioptik.com)  
SWAROVSKIOPTIK.COM