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Trijicon® TARS™ Receives Prestigious NRA Golden Bullseye Award from *American Rifleman Magazine*

Wixom, MI —The Trijicon TARS (Tactical Advanced Riflescope) has received the 2013 NRA Golden Bullseye Award for “Optic of the Year” from *American Rifleman Magazine*.

The NRA Publications Golden Bullseye Awards acknowledge the finest products available in the shooting sports. The winners are selected by a seven-member committee consisting of editors, graphic designers and veteran NRA Publications staff, representing more than a century of collective experience in the shooting and hunting industry. To qualify for consideration for a Golden Bullseye Award, a product must have been:

- Recently introduced and available to consumers prior to the selection of the Golden Bullseye Awards
- Used/tested by a staff member or regular contributor to the magazine and/or affiliated media
- Reliable in the field, meeting or exceeding the evaluator’s expectations
- Innovative in design and function
- Readily perceived as a value to the purchaser
- Styled in a manner befitting the shooting and hunting industry and, perhaps more importantly, its enthusiasts

“We are honored that *American Rifleman* has selected the TARS to receive the NRA Golden Bullseye Award”, said Tom Munson, Trijicon Vice President of Sales and Marketing. “Our goal was to develop a precision, long range, illuminated reticle optic with all the rugged durability of our legendary ACOG.”

The Trijicon TARS is a 3-15x variable magnification, 50mm-objective, illuminated-reticle optic designed for tactical and sporting rifles. Premium-grade optics, exact adjustments, and innovative reticle systems allow users to engage targets at extreme ranges.

Best-quality Schott glass is fully Mil Spec multi-coated to allow maximum light transmission. Advances in optical engineering have produced a generous 3.3 inches of constant eye relief while decreasing overall scope length to 13.9 inches. Its 3x to 15x magnification range make it a viable choice for myriad applications, from LE and military operations to benchrest competition to varmint and big-game hunting.

The TARS features an innovative illuminated-reticle system with 10 levels of intensity, including two for use with night-vision optics. Its non-forward emitting LED illuminated reticle is much more efficient than current systems; One CR2032 battery provides up to 175 hours of use (setting 6, Day 1). Three reticle choices are available—an intuitive MOA reticle (Model 101), Trijicon-exclusive JW mil reticle (102) and a duplex reticle for traditional hunting applications (103 and 104). All are located in the first focal plane, so subtension values remain constant across the magnification range.

A robust, 34mm main tube machined from aircraft-grade aluminum combined with Trijicon's mil-spec construction ensure TARS can handle severe recoil in the harshest environments. It is waterproof to 66 feet. Hydrophobic coatings on exposed lenses ensure clarity in wet conditions. Finger-adjustable turrets feature patent-pending lockable, tactile click adjustments for positive tracking and repeatability. A side-mounted parallax dial focuses from 40 yards to infinity. Removable Tenebraex flip-up range caps and sunshade are included.

NRA Publications will present its annual Golden Bullseye Awards at a special breakfast at the 2013 Annual Meetings & Exhibits in Houston, Texas on Friday, May 3, 2013.

For more information on the Trijicon TARS™, and the complete array of Brilliant Aiming Solutions™ for the hunting, shooting, military and law enforcement markets, contact Trijicon®, Inc. at (248) 960-7700 or visit www.trijicon.com.

For Hi-Res images, please contact Eddie Stevenson at eddie@driftwoodmediacom.com or visit www.driftwoodmediacom.com.

Trijicon TARS™ (Tactical Advanced Riflescope)

