



## EMBARGOED UNTIL JANUARY 1, 2023

## HAWKE® OPTICS TAKES OVER TURKEY MARKET WITH NEW TURKEY DOT SCOPE LIGHTWEIGHT, EXTREME EYE RELIEF, QUICK ACQUISITION RETICLE

Hawke<sup>®</sup> Optics, a worldwide leader in quality sporting optics that perform outstanding in the field while maintaining optimum value for the consumer, takes over the turkey market with the first of its kind turkey scope! The new Vantage IR 1-4x20 Turkey Dot riflescope was specifically designed to be a lightweight, no-nonsense turkey scope. With a favorable reticle and ability to be used as a reflex sight or magnified optic, you will be set for your next turkey season!

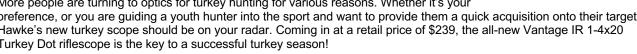
The new Turkey Dot IR reticle offers fast acquisition of your target when every second counts. You have the ability to use it on 1x for true reflex shooting when your turkey is up close and personal, but you'll also have the capability to zoom in on your turkey at longer distances with magnification up to 4 power. The 4 MOA illuminated center dot aimpoint is surrounded by a circle that measures 10 inches at 25 yards, when on 1x magnification. The floating non-illuminated posts at 3, 6 and 9 o'clock give additional guides and level confirmation for improved accuracy and rapid target identification.

Made with a 4-inch-long eye relief, capped low-profile ½ MOA turrets and a new clean reticle designed specifically with turkey hunting in mind, the allnew Turkey Dot is a must have! Its precision glass etched reticle has multistage illumination in both red and green. Built on a 1-inch monotube chassis, this new turkey scope features a high torque zoom ring and a fast

focus eyebell. To no surprise, it's covered under Hawke's No-Fault Lifetime Warranty, is nitrogen purged, shockproof, waterproof, and fog proof. It is also all caliber rated, so no matter what you hunt with for turkey season, it can handle it! The durability of Hawke's riflescopes is exceptional and stands up to the test.

This all-new Turkey Dot riflescope from Hawke only enhances their dedication to offering turkey hunters the best optics on the market! In 2022, Hawke released a new reticle in its ever-popular reflex sight. The Reflex Circle Dot Wide View took the turkey market by storm last season with its 2 MOA Dot / 35 MOA Circle, only to be accompanied by an extremely impressive variable powered scope for 2023.

More people are turning to optics for turkey hunting for various reasons. Whether it's your preference, or you are guiding a youth hunter into the sport and want to provide them a guick acquisition onto their target, Hawke's new turkey scope should be on your radar. Coming in at a retail price of \$239, the all-new Vantage IR 1-4x20 Turkey Dot riflescope is the key to a successful turkey season!

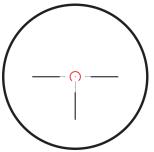


## About Hawke

#VISIONACCOMPLISHED. Hawke is a worldwide market leader at the forefront of optical performance with class-leading innovation and design offering a complete line of sport optics from rifle, crossbow, shotgun and air gun scopes to binoculars, spotting scopes and accessories. Accuracy, strength, and precision; Hawke optics blend iconic design, exceptional engineering, and unrivalled craftsmanship to create an unforgettable viewing experience. As awareness of Hawke Sport Optics continues to grow, more customers are trusting Hawke as the unquestioned industry leader in optics. Learn more at www.hawkeoptics.com.







Follow the #Hawkelife lifestyle hub and connect with us on social media:











Editor's Note: For downloadable hi-res images and press releases, visit our online Press Room at www.full-throttlecommunications.com