



## Winchester Ammunition, Primed for 2021

### New Product Introductions

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In 2021, Winchester Ammunition continues its tradition of legendary innovation with the introduction of new ammunition products in personal defense, recreational shooting-training and hunting.

Winchester has compiled a library of product information and videos that feature in-depth product interviews with members of Team Winchester and new product engineers, as well as product demonstrations in the field and at the range. Tune in to [www.winchester.com](http://www.winchester.com) or follow on Facebook for the 'Primed for 2021 Winchester Ammunition New Product Experience' and get a firsthand look at the exciting new products headed to retail and ranges this year.



#### New for 2021

- **6.8 Western**
- **USA Ready Defense**
- **Silvertip Defense Rifle**
- **AA Diamond Grade Elite Trap**
- **Double X Diamond Grade Turkey**

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Winchester® is the largest small caliber ammunition enterprise in the world and the leader in delivering innovative ammunition products to hunters, sport shooters, law enforcement, and the U.S. Warfighter. The 155-year-old, Winchester® brand is built on integrity, hard work, and a deep focus on its loyal customers. Learn more about Winchester® by visiting [Winchester.com](http://Winchester.com) or connect with us on Facebook at [Facebook.com/WinchesterOfficial](https://Facebook.com/WinchesterOfficial).

Gun owners care. You care about safety. You care about preventing unauthorized access to firearms. You care about bettering your community, and helping those in need, and conserving wildlife and wild

places for generations to come. It's time for gun owners to tell their stories, to show how they're making a difference. NSSF®, the trade association for the firearms industry, has established the Gun Owners Care campaign to unite gun owners and the firearms industry in this common cause. Visit [gunownerscare.org](http://gunownerscare.org) for more information.

**GUN  
OWNERS  
CARE**