

FOR IMMEDIATE RELEASE

Lancer Systems Introduces New .300 BLK Rifle and Pistol, Expanding Its Legacy of Precision and Performance

Quakertown, PA January 2026— Lancer Systems, a trusted name in advanced weapons components and small arms innovation, today announced the launch of its newest rifle platform chambered in .300 caliber. Designed to meet the evolving demands of professional end users, enthusiasts, and precision shooters alike, the new rifle reflects Lancer’s commitment to engineering excellence, durability, and real-world performance.

Built from the ground up with a focus on reliability and adaptability, the new Lancer .300 platform will be available in both rifle and pistol configurations and delivers exceptional performance across a wide range of operational and defense applications. The platform balances precision accuracy with rugged construction, making it well-suited for suppressed use, short- to medium-range engagements, and demanding field conditions.

“Our goal was simple. Build a .300-caliber rifle shooters trust without compromise,” said Bill Lutton, President at Lancer Systems. “We selected and engineered every component to improve performance, control, and service life. The result delivers the clean design and precision Lancer stands for.”

Purpose-driven features of the platform include Radian Talon ambidextrous safeties, barrels optimized for .300-caliber performance and, of course, the carbon fiber handguards Lancer is known for, balancing strength, weight reduction, and accessory compatibility. The platform is compatible with standard AR-pattern controls and accessories, allowing users to configure the system to their specific mission or shooting style.

Lancer Systems applied its extensive experience in materials science and manufacturing to ensure the rifle performs consistently under demanding conditions. From the gas system to the furniture, each element was tested for durability, repeatability, and reliability.

For more information, visit lancer-systems.com, or follow Lancer Systems on social media for updates and detailed product specifications and don’t miss Lancer’s booth 41157 at SHOT.

About Lancer Systems

Lancer Systems is a leading manufacturer of advanced firearms components, magazines, and weapon systems. Known for innovation, quality, and performance, Lancer Systems products are trusted by military, law enforcement, and civilian shooting enthusiasts worldwide.

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