

FOR IMMEDIATE RELEASE: JANUARY 23, 2023

KAHLES Optics Named Title Sponsor of the 2023 Precision Rifle Series

West Bend, WI – Precision Rifle Series (PRS) LLC., the preeminent precision rifle organization in the world, dedicated to the promotion and growth of the sport of competitive precision rifle shooting, is proud to announce KAHLES Optics as the Title Sponsor of the 2023 Precision Rifle Series Season.

“We are excited to officially announce KAHLES Optics as the Title Sponsor of the 2023 Precision Rifle Series for the fifth year in a row! KAHLES Optics continued growth, esteemed reputation, as well as their genuine passion and professionalism makes them a perfect fit as the Title Sponsor of the largest precision rifle organization in the world” said PRS Owner and Director Ken Wheeler.

The KAHLES Optics team has demonstrated an enormous amount of generosity and support within the community, including the entire Swarovski family. KAHLES is a leading optics manufacturer and has catapulted to the forefront of the firing line in the PRS. KAHLES again expanded our shooter’s limits with the addition of the K525i DLR (Dynamic Long Range) with SKMR4 reticle. The DLR is the K525i with even more optimization for the fast-action nature of competitive PRS shooting. Newly added features including an extended field of view, easy-to-read turrets, an extra-long throw lever, and a parallax spinner have been well received. The now-included low-profile click marks have enabled PRS competitors to speed up dialing dope while reducing mental and visual errors during competition. KAHLES demonstrates exceptional customer service and is highly engaged with the PRS community. This long-standing commitment translates into their phenomenal product line. You will not come across a more impressive group of dedicated professionals.

KAHLES Optics will again be the title sponsor for the 2023 K&M KAHLES Precision Rifle Competition on May 26th-28th, hosted by K&M Precision Rifle Training in Finger, TN. This year KAHLES will be supporting 40+ National PRS Pro Series competitions by putting incredible KAHLES Optics products and gift certificates on the prize tables for our competitors.

The PRS also looks forward to working with KAHLES Optics to successfully leverage the partnership to directly support membership, elevate national pro series competitions, and grow the sport. The PRS will host 40+ of the most renowned national-level precision rifle competitions in the nation, with the 2023 PRS Finale taking place November 3-5th in Medicine Lodge, Kansas at the Twin Peaks Rifle Club, where KAHLES will again be the Title Sponsor for the event.

For more information on the Precision Rifle Series, visit: <https://www.precisionrifleseries.com/>

To learn more about KAHLES Optics, visit: <https://www.kahles.at/us/>

About KAHLES:

KAHLES – since 1898

KAHLES is a manufacturer of high-quality optical devices with 120 years of experience in the development and production of riflescopes and a long history in the hunting market.

As one of the oldest riflescope manufacturers in the world, we have set many milestones. Today we help ambitious target shooters to expand boundaries and to enhance their personal performance with fascinatingly simple, smart solutions. Demanding target shooters and professionals in a wide range of disciplines such as PRS, 3Gun, IPSC, Benchrest, F-class, Field Target and many more appreciate the precision and uncompromising quality of our K-series scopes.

Precision Rifle Series, LLC

253-370-8058 julie@precisionrifleseries.com 920-517-9557 ken@precisionrifleseries.com
www.precisionrifleseries.com

Different KAHLES riflescopes, such as K1050i, K624i, K318i, K312i, K18i, K16i, K4i and especially the new K525i inspire competition shooters from all over the world. Above all, thanks to the highest precision and an excellent price-performance ratio, KAHLES riflescopes enjoy enormous popularity among target shooters.

###