



WHY MSR?

SAVAGE UNVEILS THE NEXT GENERATION OF MODERN SPORTING RIFLES

Savage Arms™ has great news for serious shooters who want more from their modern sporting rifles. The iconic American gunmaker's new line of next-generation semi-autos takes the popular AR platform to new heights, offering greater performance, expanded caliber choices and modern designs, plus a full suite of custom upgrades packaged as standard features.

The four-gun family, dubbed the MSR 10 and MSR 15 for "Modern Savage Rifle," includes a pair of hard-hitting MSR 10s that make shooters' dreams of lightweight, high-powered big game performance and long-range tactical domination a reality. The lineup's two MSR 15 models deliver accuracy and firepower that mass-produced, mil-spec M4 clones can't touch.

Savage didn't make the decision to enter the modern sporting rifle market on a whim, and the configurations didn't happen overnight.

The company has been building industry-leading firearms for more than a century. Shooters worldwide recognize the brand's name as synonymous with precision craftsmanship that yields impeccable accuracy and unflinching performance, even in the face of extreme shooting conditions.

Savage is best known for its extensive collection of purpose-built bolt-actions that offer shooters of all ages, sizes and skill sets surefire options for hunting, competitive shooting and plain old plinking.

But few consumers realize Savage has also been in the AR business, off and on, for years, quietly creating quality barrels for other manufacturers, all the while honing the process to a fine art.

With roughly 10 million modern sporting rifles already in the hands of American gun owners, there's no denying the platform's appeal for a variety of uses. Still, Savage felt there had to be a better way to bring more features and higher performance to the masses. And after talking to thousands of shooters online and in person at ranges across the continent, the company knew exactly where to aim.

Savage settled on an expanded palette of calibers plus custom features that would otherwise require sometimes tricky retrofitting or the costly services of a boutique gun maker. Its veteran firearms engineers then began the brand's hallmark process of exhaustive design and testing. Developing the new rifles also entailed extensive collaboration with Savage's sister ammunition and tactical brands.

Only when the company was satisfied its new lineup would live up to Savage's reputation and take the AR market by storm did it unveil its new creations.

Meet the next generation of modern sporting rifles: the MSR 10 Hunter and Long Range (AR-10 platform) and MSR 15 Recon and Patrol (AR-15 platform). Collectively, they raise the bar in the modern sporting rifle experience, and are sure to hit the target with serious shooters everywhere.

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