

COMPANY PROFILE



DESIGNED IN ITALY

 **Stoeger**[®]AIRGUNS

 **BERETTA**
HOLDING



Stoeger AIRGUNS is the Brand launched in 2008 by the prestigious industrial BERETTA Group on the international airgun market, a new niche for the company, using synergy of Italian Engineering and Design, Beretta Group experience in the hunting, shooting and optic industries,

production plants and own Beretta distribution forces. A team of italian designers and engineers are permanently developing new products. Stoeger AIRGUNS is the exclusive BERETTA HOLDING Brand in the field of compressed air shooting.





STOEGER AIRGUNS MISSION

Stoeger AIRGUNS mission is to offer innovative design, advanced ergonomics, fascinating models with excellent ballistic performance at the right price. Our vision is permanent innovation and development of new airgun lines motivating young people to approach the world of hunting and shooting in training by handling air guns and start to develop a proper shooting technique.



INNOVATION AS A MUST

Stoeger AIRGUNS is synonymous with Innovation and Italian Design. The Airguns are exclusive, sensual, provocative and always unmistakably Italian. In fact, all our models are entirely idealized and designed in Italy. Stoeger AIRGUNS has always been the creator of dynamic and unrivalled rifles.

DESIGN AND PRODUCT DEVELOPMENT

Innovation in design is the brand's rooted pillar in our ability to understand consumer needs, tastes and aspirations. Italian designers and engineers are constantly engaged to create new possible models where stylistic innovation is combined with functionality. Determined proportions, clear contours, precise lines and pure surfaces are characteristics of Stoeger AIRGUNS design. Design is the focal point where vision, creative inspiration and technology converge. At every phase of the process, from design to industrialization, Stoeger AIRGUNS performs rigorously and tests the quality with precision.



SPORTING HEART

Stoeger AIRGUNS rifles are recreational air rifles to have fun, to enjoy the first experience of hunting and shooting. Enjoy the nature, feel good and take up a different air rifle. Our rifles are incomparable through their blend of Fascinating Design and Supreme Shooting Ergonomics.



OUR PHILOSOPHY

Stoeger AIRGUNS has always in mind the design and implementation of something special that could convey new emotions to the shooters. The Stoeger AIRGUNS brand has a cutting-edge, distinct and streamlined design with multiple souls: Sporty, Elegant and Innovative.

POWER INNOVATION PRECISION
TECHNOLOGY - PATENTS



HUMAN TECH DESIGN

With its new Lines, Stoeger AIRGUNS creates the first compressed air rifles inspired by Urbino in Italy, a world heritage city, the cradle of Humanism. Stoeger AIRGUNS combines Urbino's technical inspiration with the innovative vision of Milan's designers whose experience in Industrial Design (ID) and User Experience (UX) is able to transform their technical inspirations into solid and attractive projects. Just thanks to this combination, Stoeger AIRGUNS creates a new method, based on 3 sound compact concepts: Functional Ergonomics, User Interaction Study, User Experience.



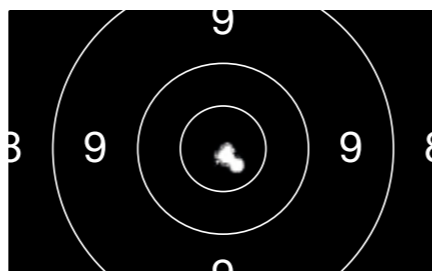
PROADAPTIVE CHECKERING

Stoeger AIRGUNS ProAdaptive Checkering is the first technical result of our new "Human Tech Design" philosophy. It is the most versatile, efficient and progressive checkering developed so far, one of a kind. It is the result of a project which let shooters expose themselves to a new experience, become one with the airgun and find a perfect feeling with it. The special checkering progression actively and comfortably "fits" the gun, no matter the environment shooters find themselves in.



MULTI GRIP SYSTEM

Stoeger AIRGUNS offers a shooter the choice of the favourite grip and comfort thanks to the new Multi Grip System technology which, by means of an easy and intelligent system, let the rifle be customized. Finally, shooters can adapt the rifle to their own style. Stoeger AIRGUNS rifles are incomparable through their blend of: Fascinating Design, Supreme Shooting Ergonomics, Innovative Style, Technological Capability and Quality.



BEST ACCURACY

Stoeger AIRGUNS XM1 PCP rifles high precision and best accuracy: every Stoeger AIRGUNS XM1 PCP rifle is accuracy-tested to certify your rifle can perform the best accuracy in its category with a 5 shot group.



RX LINE

The RX Line has been developed having in mind a new challenge: the design and implementation of something special that could convey new emotions to both the enthusiastic shooters and those who just want to have fun in the open air or at the shooting range. The RX represents the perfect match between technological style, technical efficiency and care for details. The elegant and ergonomic shapes makes the gun fit perfectly to the shooter. Stoeger AIRGUNS and its RX Line translate technology in style.



XM1

XM1 ensures the best performance in every shooting situation, thanks to the ergo/anatomical studies performed by Italian Engineers (Human Tech Design) and the best weight-stability ratio of the rifle. XM1 has a cutting-edge, distinct and streamlined design with multiple souls: sporty, elegant and innovative. A distinct style of Stoeger AIRGUNS coupled with traits of a sports rifle and hunting rifle. XM1 provides to the shooter a uniquely emotional experience. With its strong personality, pure design and absolute sportiness, XM1 is one of a kind.



S3 SUPPRESSOR - PATENTED*

Completely developed from scratch, it is the first suppressor in the world to have an interchangeable front sight and an air decompression chamber that further enhances the performance of the air regulation baffles, optimized to be more performing than the S2 version. The revolutionary design of the S3 Suppressor has made it possible to develop a longer barrel (35 mm), hence with a greater precision of shooting.

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S4 SUPPRESSOR - PATENTED*

The latest Stoeger AIRGUNS design evolution of the integral silencer system. It combines the Dual-Effect of the baffles and decompression chamber and now the additional compensator technology. The most advanced technology to reduce the noise better than ever. The best in its class.

*EP3023729 *US10514224
*ZL201580063122.8



XM1



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reddot winner 2020

STOEGER AIRGUNS XM1
S4 SUPPRESSOR WON THE RED DOT AWARD
PRODUCT DESIGN 2020

The "Red Dot" is the award for high design quality.
The international jury only awards this sought-after seal
of quality to products that feature an outstanding design.

STATEMENT BY THE JURY

The highly dynamic and modern design of the XM1 S4
Suppressor air rifle presents a functionality that was composed
with ergonomic requirements in mind.



RX



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STOEGER AIRGUNS
AIR RIFLES RANGE



RX5



RX20 SPORT



RX20 TAC



RX40



RX20 DYNAMIC



RX20 S3 SUPPRESSOR



RX20 TAC SUPPRESSOR



XM1



XM1 S4 SUPPRESSOR

STOEGER AIRGUNS
MAIN USES

Airguns are used for plinking, target shooting and competition, pest control, small game hunting. Stoeger AIRGUNS range of products covers all categories starting from the recreation shooting to the first experience of competition using the premium XM1 PCP.



COMPETITION EXPERIENCE

Stoeger AIRGUNS offers the ultimate ergonomics, stability and accuracy. The full range of products is ideal for both training and first experience of competition shooting.



VARMINT CONTROL

Models as the XM1, XM1 S4 Suppressor and the full family of RX20 are ideal for the varmint control, quiet and accurate with a strong penetration. The new RX20TAC is designed for varmint hunting, best shooting comfort, great ergonomics and stability.



PLINKING

Invite your friends to a plinking shooting party. Stoeger AIRGUNS models are designed to have fun, enjoy the nature, the outdoor life and feel good.



SMALL GAME HUNTING

Stoeger AIRGUNS suitable calibers 4,5 mm/.177 and 5,5 mm/.22 are offering premium accuracy with full knockdown power for the very best impact and penetration.



TARGET SHOOTING

Train your shooting ability and successively improve your shooting technique.



STOEGER AIRGUNS MAIN EVENTS IN THE WORLD

Exchange with customers and end-user is Stoeger AIRGUNS base of Research and Development. Stoeger AIRGUNS philosophy is to meet professionals, distributors and end users.

The company is exhibiting at major world shows as the Shot Show, NRA, IWA and the main national fairs. Stoeger AIRGUNS works in synergy with the customers to improve the products and the customers satisfaction.



SHOT SHOW
Las Vegas

NRA

NRA
USA

IWA
OUTDOOR
CLASSICS

IWA
Germany



HIT
Italy






GAME FAIR
Italy - France - UK



ARMS AND HUNTING
Russia Moscow



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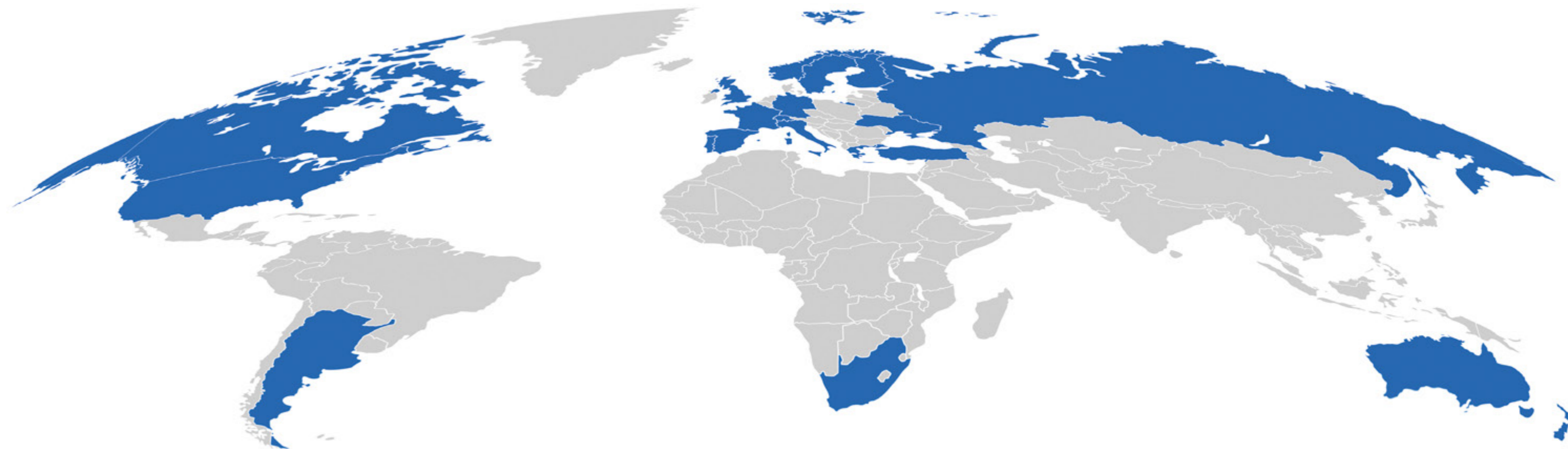


STOEGER AIRGUNS IN THE WORLD DISTRIBUTION NET

Stoeger AIRGUNS key of success is related to the best in class distribution force. Over the world Beretta Group partners and main importers are engaged the to offer a premium service to the customers, to understand the real end user needs and come up with new ideas.

Stoeger AIRGUNS art of distribution is to establish and to develop long term relationships.

Stoeger AIRGUNS offers value at the right price by combining excellent quality, accuracy and power with the look and feel of an innovative sporting Firearm with the support and warranty of the BERETTA GROUP customer service.



ARGENTINA

Modestini Y Cia S.r.l.
www.berettaargentina.com.ar

CANADA

Stoeger Canada (1990) LTD.
www.stoegercanada.ca

FRANCE

Humbert S.A.S.
www.humbert.com

GREECE

Beretta Hellas S.R.L.
www.berettahellas.gr

NEW ZEALAND

Beretta New Zealand Ltd
www.beretta.com

PORTUGAL

Espingardaria Belga Lda
www.esp-belga.com

SOUTH AFRICA

Delta
www.deltadistribution.co.za

SWEDEN

Sako Sweden
www.sako.se

TURKEY

Stoeger Silah Sanayi A.S.
www.stoeger.com.tr

UKRAINE

STVOL
www.stvol.ua

AUSTRALIA

Beretta Australia PTY LDT
www.berettaaustralia.com

FINLAND

Sako Ltd.
www.sako.se

GERMANY

Manfred Alberts GmbH
www.manfred-alberts.de

ITALY

Franchi
www.franchi.com

NORWAY

Nordskog AS
www.nordskog.com

RUSSIA

Russian Eagle
www.russianeagle.ru

SPAIN

Beretta Benelli Iberica S.A.
www.bbi.es

SWITZERLAND

Outdoor Enterprise SA
www.outdoor-enterprise.ch

UK

GMK Ltd
www.gmk.co.uk

USA

Benelli U.S.A. Corporation
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Stoeger AIRGUNS - Italy - 2020
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- Art Direction
- Graphic design
- 3D visualization
- Photo shooting
- Digital post production

Studiopieri Web & Graphic Agency



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