



THANKS FOR THE RIDE

The iconic Winchester brand celebrates 150 years of legendary excellence in 2016—a historic milestone representing a steadfast commitment to the hunting and shooting sports traditions and future generations of sportsmen. Thank you to our loyal customers who've trusted us in the great outdoors, at the range, on patrol and in combat. A world leader in delivering innovative products, Winchester is The American Legend, a brand built on integrity, hard work and a deep focus on its most loyal customers.

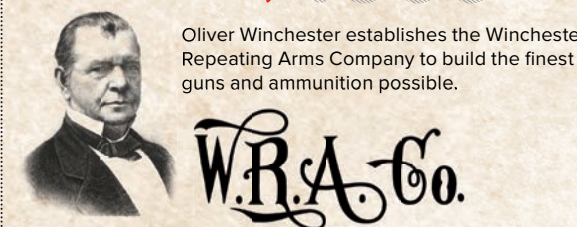
JOIN US AS THE LEGENDARY RIDE CONTINUES.

WINCHESTER
The American Legend



150 YEARS OF LEGENDARY EXCELLENCE

MAY 22, 1866



Oliver Winchester establishes the Winchester Repeating Arms Company to build the finest guns and ammunition possible.



1875

FOR HUNTING, I PRONOUNCE YOUR IMPROVED WINCHESTER THE BOSS."

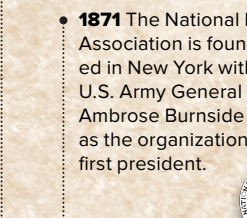
— William F. "Buffalo Bill" Cody in the 1875 Winchester catalog



1876

THE WINCHESTER... IS BY ALL ODDS THE BEST WEAPON I EVER HAD, AND NOW I USE IT ALMOST EXCLUSIVELY..."

— Theodore Roosevelt on the Centennial Model 1876 lever-action rifle



1871 The National Rifle Association is founded in New York with U.S. Army General Ambrose Burnside as the organization's first president.



1869 The transcontinental railroad is completed, opening the American West to settlement. This westward expansion will fuel decades of demand for Winchester firearms.



1878 Winchester receives a patent for a folded type primer anvil.



1895

Winchester introduces its first commercial smokeless centerfire cartridges including the 30-30 Winchester.

WHEN PAIRED WITH THE MODEL 1894, IT'S THE MOST FAMOUS DEER RIFLE AND AMMO COMBINATION EVER.

WINCHESTER INTRODUCES NEW RIVAL PRODUCTS

1877 Shotshell components for reloaders
1886 Loaded shotshells in 10, 12, 14, 16 and 20 gauge
1897 Factory loaded shotshells

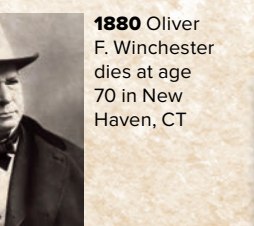


SMOOTHBORE MODEL 1873

"Buffalo Bill" Cody's favorite Winchester rifle for trick shots in his "Wild West Show." The show launched in 1883 and would soon feature Annie Oakley.



1893 Winchester begins loading sporting cartridges with the latest thing in ammunition — smokeless powder.



1880 Oliver F. Winchester dies at age 70 in New Haven, CT



1897 Winchester's first custom-engraving catalog "Highly Finished Arms" produced and remains a source of inspiration for today's engravers.

1866 With its polished brass receiver the Model 1866 "Yellow Boy" lever-action rifle is the first gun to bear the Winchester name.

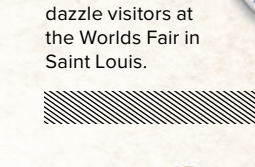


1873 The Model 1873 lever-action rifle is introduced in 44-40 WCF. Known as the "Gun That Won the West," more than 700,000 are produced.



1883 The Model 1883 Winchester Hotchkiss Magazine Gun, often called the Third Model, is introduced and is the first Winchester bolt-action rifle.

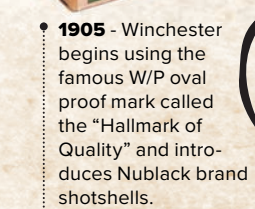
T.G. Bennett of Winchester purchases the manufacturing rights for a new single-shot rifle designed by John M. Browning.



1900 Winchester introduces Repeater shotshells.



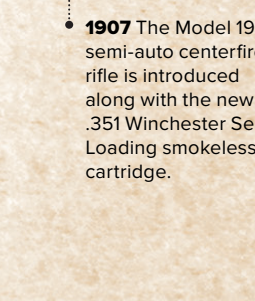
The first Grand American Traps shooting Championship marks the beginning of more than a century of Winchester support for the annual event.



1905 Winchester begins using the famous W/P oval proof mark called the "Hallmark of Quality" and introduces Nublack brand shotshells.



1907 The Model 1907 semi-auto centerfire rifle is introduced along with the new .351 Winchester Self Loading smokeless cartridge.



1911 Winchester starts loading Lesmok powder in centerfire cartridges.

1885 The Winchester Model 1885 Single Shot is introduced.



1886 The Model 1886 lever-action rifle is introduced to handle the large cartridges like the potent 45-70 Government.



1890 The Model 1890 pump-action .22 rimfire rifle is introduced, along with the .22 Winchester Rim Fire cartridge.

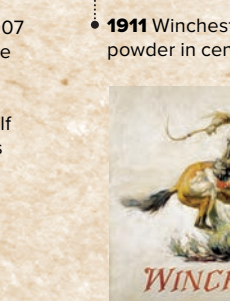
1894 The Model 1894 lever-action rifle is introduced, becoming the best selling centerfire rifle in U.S. history.



1897 The Winchester Model 1897 is introduced with an internal box magazine to handle modern pointed bullets.



1900 Tiffany & Co. produces a silver embossed Model 1894 in the Art Nouveau style for the Paris Exposition.



1904 The Model 1902 single-shot .22 rimfire rifle is introduced and becomes famous as part of the Winchester Junior Rifle Corps Range Kit.



1905 The Model 1905 is introduced, the first Winchester self-loading centerfire rifle and the first Winchester rifle with a detachable box magazine.



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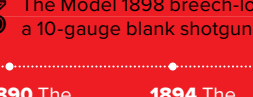
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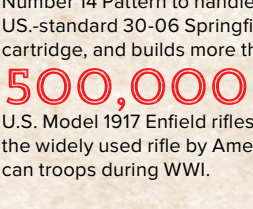


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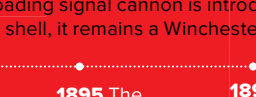
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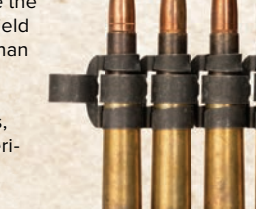


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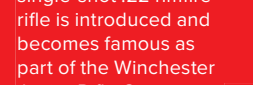
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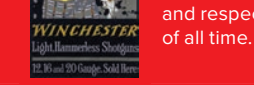
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1919 The Model 52 rimfire bolt-action target rifle is introduced and it soon becomes the benchmark.



1933 Three new guns are introduced; the Model 63 rimfire rifle, the Model 64 lever-action centerfire rifle and the Model 42 pump-action shotgun.

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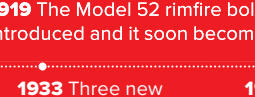
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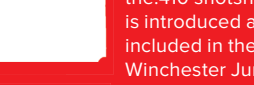
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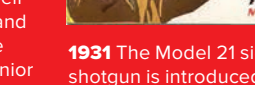
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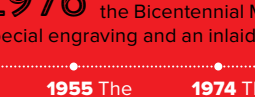
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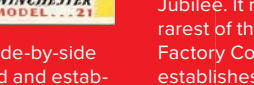
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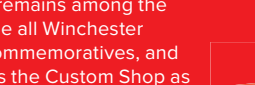
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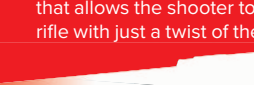
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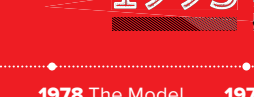
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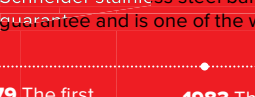
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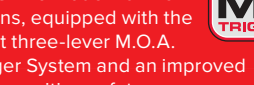
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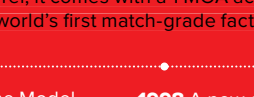
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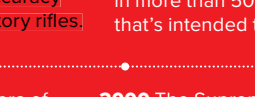
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