

ELEY®

2010

Product Guide
United States





Consistently accurate

Welcome to the 2010 ELEY product guide

ELEY's rimfire ammunition has become synonymous with the term 'accuracy'. The 180-year-old British company is responsible for a series of major breakthroughs in the field, taking accuracy to new levels.

Choice of champions in 2009

In 2009 ELEY established itself once more as the 'Choice of Champions', recording a phenomenal medal count at the World Cup, European Championships and at national level.

Olympic and ISSF World Cup standard

Since our premium Tenex brand was launched in the 1950s, ELEY has won more Olympic medals, ISSF World Cups and set more world records with its products than any other manufacturer. The revolutionary shape of Tenex combined with precision quality control has made it the most

consistently accurate .22 cartridge on the market – and kept the ELEY name at the forefront of international shooting for 60 years.

Manufacturing excellence for 180 years

Our world class reputation results from years of experience. Ever since William and Charles Eley set up the company in 1828, we've worked hard to produce superior ammunition for target shooters around the world. Continual investment and product development means that ELEY is now the world's finest producer of .22 calibre cartridges.

Trusted brand

Success is all about confidence, having the right equipment and shooting the best ammunition in its class. With its market-leading products, ELEY has built up the trust of shooters worldwide and continues to work hard for their loyalty and future success.

Our promise to you...

ELEY manufactures the most accurate and consistent .22 rimfire ammunition in the world. Our products allow target shooters at club, World and Olympic level to realize their potential and win.

We promise to build on this success in the future through investment, the use of new technology and the support of our employees.




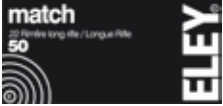


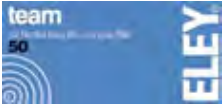












Our goal is to produce technically superior ammunition, while providing top class service to target shooters all over the world. We aim to achieve excellence in our products and services through our exceptional experience and process technology, combined with the skill and dedication of our employees, suppliers and distributors.

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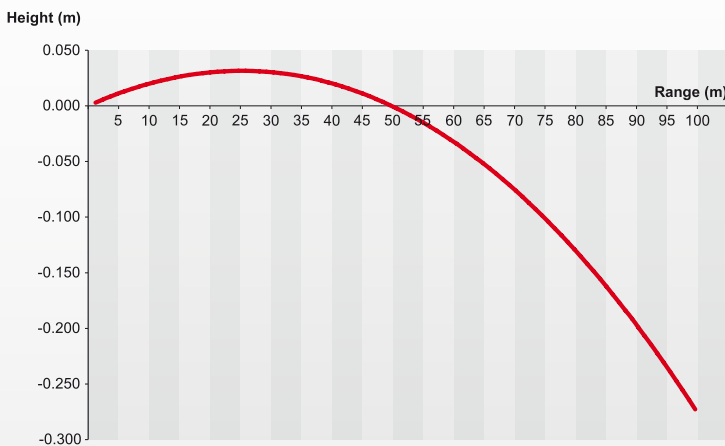
The ELEY product range

Class-leading products across all disciplines

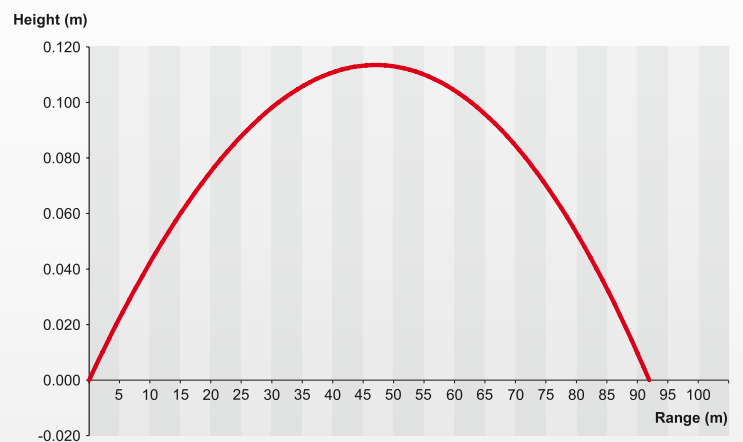
	Rifle		Pistol		
	Rifle	Semi-auto	Free	Sport/Standard	Rapid fire
 <p>Olympic standard, medal-winning premium quality cartridges used by experienced club and international shooters. Replaces Tenex Ultimate EPS.</p>					
 <p>Designed to bring out the best in your performance, Match features many attributes of Tenex quality. Replaces Match EPS.</p>					
 <p>A quality cartridge for talented shooters demanding accuracy and value. Limited availability. New product.</p>					
 <p>Accurate and reliable mid-range cartridge used in all disciplines up to 50m range. Replaces Club Xtra, Pistol Xtra.</p>					
 <p>An affordable general purpose cartridge, which is a great quality entry level round. Replaces Target Rifle, Target Pistol, Standard, Pistol Standard</p>					

Ballistics

Zeroed range 50m



Zeroed range 100m







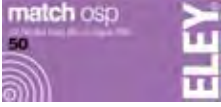








Drag model

G1
RA4

Ballistic coefficient

0.140
0.112

Ballistic data provided as a guideline for all ELEY cartridges. Trajectories are typical examples based on calculations from an ELEY ballistic modeling spreadsheet.

	Rifle		Pistol		
	Rifle	Semi-auto	Free	Sport/Standard	Rapid fire
 <p>Medal winning round nose Tenex cartridge for semi-auto pistols and rifles. High accuracy and consistent functioning. Replaces Tenex Semi-Auto.</p>					
 <p>Match Olympic Sport Pistol with many attributes of Tenex Pistol offers shooters great accuracy and functioning. Replaces Match Semi-Auto, Rapid Fire.</p>					
 <p>'Softer' round with reliable functioning and great accuracy in many popular pistols. Reduced velocity cartridge. Replaces Pistol Match.</p>					
 <p>A hunting cartridge which is one of the quietest and super accurate subsonic rounds on the market. A lower velocity hunting cartridge with target shooting accuracy. Replaces Subsonic Hollow Xtra Plus.</p>					

† Dependent on shooter's preference, firearm manufacturer and setup.

Please note this is a simple guide illustrating which ELEY products are suitable for different applications.

NB Some of our products may also be appropriate for other applications not shown above, this may depend on how firearms are set up and maintained.

Tenex / Match / Team / Club / Target	Bullet weight	grams (grains) 2.59 (40)	Velocity Muzzle 50m (55yds) 100yds (91m)	m/sec (ft/sec) 331 (1085) 303 (994) 285 (935)	Energy Muzzle 50m (55yds) 100yds (91m)	kg/m (ft/lb) 14.5 (105) 12.1 (88) 10.7 (78)
Tenex Pistol / Match OSP	Barrel length	mm (in) 254 (10)	Velocity Muzzle	m/sec (ft/sec) 314 (1030)	Energy Muzzle	kg/m (ft/lb) 13.0 (94)
	Bullet weight	grams (grains) 2.59 (40)	20m (22yds) 50m (55yds)	304 (997) 291 (955)	20m (22yds) 50m (55yds)	12.2 (88) 11.2 (81)
Match Pistol	Barrel length	mm (in) 254 (10)	Velocity Muzzle	m/sec (ft/sec) 305 (1000)	Energy Muzzle	kg/m (ft/lb) 12.3 (89)
	Bullet weight	grams (grains) 2.59 (40)	20m (22yds) 50m (55yds)	296 (971) 284 (932)	20m (22yds) 50m (55yds)	11.6 (84) 10.7 (77)
Subsonic Hollow	Bullet weight	grams (grains) 2.59 (40)	Velocity Muzzle 50m (22yds) 100yds (91m)	m/sec (ft/sec) 324 (1065) 300 (984) 281 (922)	Energy Muzzle 50m (22yds) 100yds (91m)	kg/m (ft/lb) 13.9 (101) 11.9 (86) 10.4 (75)



“For every smallbore medal I won through out my career I used ELEY ammunition. Why would I use anything else?”

Matt Emmons (USA)
Olympic medallist

.22 rifle

Enjoy a product range that lets you progress through the levels – from club level to Olympic medal-winner.

Whether you're a World Cup competitor or a shooter on your way to the top, you can be confident that ELEY's commitment to cutting-edge products means you're getting the very best from your equipment every time you shoot using our ammunition.

The .22 rifle cartridge range is designed to allow shooters to move up the grades of ammunition as they advance in their shooting. Starting with Sport and Club ammunition, they can then look to the Match and Tenex grades as their accuracy demands grow and they seek that competitive edge.

.22 rifle cartridge range

tenex

The most consistently accurate .22 cartridge on the market

Tenex sets the standard by which all other target ammunition is set. It benefits from advanced production techniques and a revolutionary bullet shape.

Professional: Olympic-standard, medal-winning, premium-quality cartridges – the choice of experienced club and international shooters.



match

A competition cartridge and top-level training round

Featuring many of the attributes of Tenex, the Match grade represents amazing value for money while still providing competition-level accuracy.

Competition/training: Top choice among the largest body of competitive shooters and a good training round for those who will use Tenex in competition.



team

From the Tenex production line, with the same quality features

Closer to that used by championship shooters but at a much more affordable price. A quality ammunition for the club shooter and upcoming juniors.

Intermediate: For the talented shooter who demands greater consistency and is aiming to improve results. Please note limited availability on this product.



club

Well-established Club round, now with even greater accuracy

Used in all disciplines up to 50m range, this accurate cartridge is a popular choice for the club shooter and has been a consistent winner in competitions.

Development: A good starting point for shooters who are starting such shooting events as Prone and Olympic 3-P.



target

An affordable good-quality general purpose cartridge

Target (previously Standard) is a quality, general purpose cartridge and is the most accurate cartridge on the market at this entry level.

Beginner: A good value round that's ideal for those taking their first steps in precision shooting at ranges up to 50m.





“ELEY produce super ammunition. I trust its accuracy and functioning in my sports pistol.”

Maria Grozdeva (BUL)
European champion

.22 pistol

This product range works in harmony with a shooter's equipment and desired feel – a winning combination.

The choice of ammunition ultimately comes down to the individual. Each shooter wants the perfect round for their set-up and brand of pistol, as well as finding the right hard or soft feel.

Although some free pistol shooters may prefer the flat nose bullet form of the Tenex shown on the rifle page, the round nose profile of the following cartridges is extremely popular with pistol shooters.

Whether you use a single-shot or semi-automatic pistol, ELEY's .22 range offers a winning combination.

.22 pistol cartridge range

tenex

Medal-winning Tenex cartridge for semi-automatic pistols and rifles

Developed from the advanced production techniques of Tenex, Tenex Pistol features a round nose bullet profile and a specifically developed lubricant to prevent misfeeds.

Professional: For the professional pistol shooter seeking the highest accuracy and most consistent functioning. Also suitable for use in semi-automatic rifles.



match osp

Match OSP provides high accuracy for the serious competitor

With a round nose bullet profile, Match Olympic Sport Pistol incorporates many advanced features of Tenex Pistol and represents great value and accuracy.

Rapid Fire: The specification complies with ISSF regulations, making this a popular choice with the top shooters competing in Rapid Fire events.



match pistol

Reliable softer round with high accuracy in many popular pistols

Featuring a round nose profile and a reduced velocity, shooters enjoy low recoil, minimum sight disturbances, excellent accuracy and superb value.

Soft feel: This cartridge has a much softer feel in the hand than those with a standard velocity offering.



club

Class-leading Club round, now with even greater accuracy

Used in all disciplines up to 50m range, this accurate cartridge is a popular choice for the club shooter and has been a consistent winner in competitions.

Intermediate: A good starting grade for those beginning to shoot in pistol events.



target

An affordable good-quality general purpose cartridge

Target (previously Standard) is a quality, general purpose cartridge and is the most accurate cartridge on the market at this entry level.

Beginner: A good value round that's ideal for those taking their first steps in precision shooting at ranges up to 50m.



“ELEY makes the best ammunition – fact. I wouldn’t trust any other brand.”

Rajmond Debevec (SLO)
World record holder

Tenex

Excellence
in the making



It’s the most successful .22 cartridge the world has ever known and winner of more Olympic gold medals than any competitive product.

Launched in 1951, Tenex revolutionized target shooting. The name itself reflected the confidence ELEY had in this new target round that would potentially allow a marksman to consistently score ten shots in the X ring.

Nearly 60 years later Tenex has more than lived up to its name with the product dominating international shooting competitions, winning more Olympic medals, World Cups and setting more new world records than any other comparable product.

This enviable track record is the result of some major investment combined with years of research. In the search for consistent accuracy, ELEY discovered a unique, new manufacturing formula – and Tenex was born.

Tenex features innovations in the brass case, loading powder and priming composition, as well as a series of statistical process controls that manage the multi-faceted production processes involved in producing volumes of high quality rimfire cartridges.



World-beating quality

Tenex represents the pinnacle of .22 rimfire cartridge accuracy, with every aspect of its design and composition contributing to your final score. The success of Tenex has resulted from ELEY's uncompromising approach to quality. Stringent process controls at every stage of production ensure the optimum manufacture of case, bullet and assembly. Control of cartridge ballistics, including the patented Eleyprime, reduces velocity variability, bullet dispersion and rifle recoil.



Revolutionary bullet shape

Tenex has been designed with a unique and revolutionary patented bullet shape, which has been proven to give optimum performance every time. A computer-controlled visual inspection of each bullet and a rigid system of process controls ensures a consistent standard at every stage of production. Its temperature-controlled lubrication system also ensures totally consistent chambering and barrel protection, all of which is protected by our new enhanced packaging.



Competitive edge

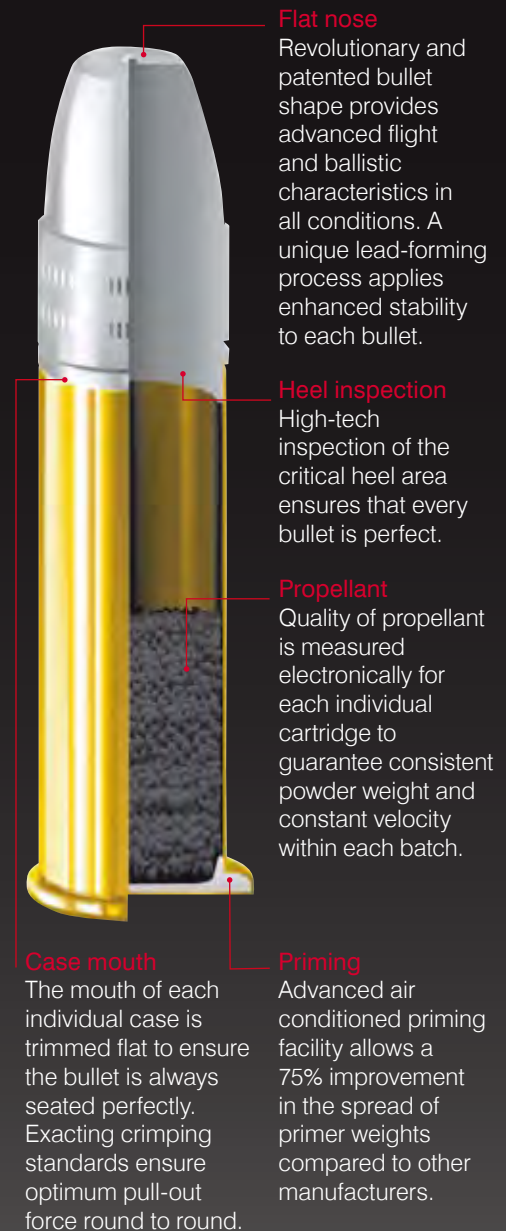
An ongoing commitment to engineering excellence means that we are constantly looking to hone the accuracy specification of Tenex and ensure it retains its competitive advantage. We test production samples extensively in a sophisticated test range to measure performance to an advanced level of accuracy – setting new standards in performance measurement. Only after it has passed a series of stringent quality checks will the batch will be approved for release with the red Tenex label.

What's our secret?

Tenex represents a series of major breakthroughs in the production technology of superior ammunition.

Extensive testing and medal-winning performances confirm that this unique bullet design consistently delivers greater precision than any other cartridge on the market.

Take a look inside



Flat nose
Revolutionary and patented bullet shape provides advanced flight and ballistic characteristics in all conditions. A unique lead-forming process applies enhanced stability to each bullet.

Heel inspection
High-tech inspection of the critical heel area ensures that every bullet is perfect.

Propellant
Quality of propellant is measured electronically for each individual cartridge to guarantee consistent powder weight and constant velocity within each batch.

Case mouth
The mouth of each individual case is trimmed flat to ensure the bullet is always seated perfectly. Exact crimping standards ensure optimum pull-out force round to round.

Priming
Advanced air conditioned priming facility allows a 75% improvement in the spread of primer weights compared to other manufacturers.



“As international shooters we are aware that ELEY has a quality product; but as a customer, I believe what makes ELEY stand out is their quality of service.”

Vebjoern Berg (NOR)
2009 World Cup Final Prone
Gold medallist

Batch testing

ELEY's customer range is the world's most advanced test facility, helping you find the best batch for your barrel.

Successful target shooters from club level up to Olympic medallist have visited ELEY's specialist test facility in the search for their perfect match.

The aim of batch testing is to identify the best batch of ammunition to your barrel to achieve consistent accuracy. As every barrel has its own characteristics and each batch of ammunition is unique, ELEY provides shooters with one of the best facilities in the world to test up to 20 sample batches of high grade Tenex in order to find their best match.



Match conditions

The purpose-built range on the ELEY factory site is set below ground level. This allows the testing to be completely closed, eliminating variables and creating optimum shooting conditions.

The specialist facility offers two lanes, each set at 50 metres, as well as independent electronic target systems. A wide selection of rifle clamping equipment is available to complement most rifle types. The range is set up to replicate match conditions as far as possible and to create realistic results.



Performance-boosting

The customer range plays a significant part in assisting target shooters to achieve their best performance by matching batch to barrel.

Up to 20 pre-selected batches of premium quality Tenex is available to test. No charge is made for the test batches, which have a variety of mean velocities from all Tenex loading machines.

ELEY's leading edge software allows a clear and precise batch selection, displaying all-in size and ten shot scores for every group.



Expert help

Individuals and shooting federations from all over the world visit ELEY's specialist range and we pride ourselves on the service we offer.

Our experienced range personnel provide shooters with valuable guidance on firearm performance to ensure they achieve the best results.

A unique service is also offered to international guests with our multilingual staff providing assistance with applying for a Visitor's Firearms permit, flight transfers and accommodation.

ELEY customer range – contact details and booking information

Shooters from all over the world are welcome at the ELEY customer range.

To arrange a visit, please contact the Customer Range Officer with your preferred dates, details of your barrel(s) and approximate selection quantity. Bookings can be made by telephone, email or online at: www.eleyammunition.com

Availability

- Advanced booking is essential, 8–10 weeks is recommended.
- The range is open weekdays from 8.30am and closes when testing is finished.

Minimum purchase

5,000 rounds

Contact details

- +44 (0)121 313 4539
- range@eley.co.uk
- www.eleyammunition.com

Location

The customer range is located adjacent to the ELEY factory site, near Birmingham, England B76 1BA.



“For every smallbore medal I won through out my career I used ELEY ammunition. Why would I use anything else?”

Valerian Sauveplane (FRA)

Choice of champions

When it comes to medal-winning performance, 2009 was another hugely successful year for ELEY, with the world’s top shooters selecting Tenex.

The strong reputation and trust shooters hold in the brand is clear in the medal tables and line counts recorded at competitions around the world.

At the ISSF World Cups, for example, ELEY ammunition recorded an overwhelming 45 medals from the four stages, including 12 out of 12 medals in the Men’s 50m Prone, an event which requires consistent high scores of deep tens to attain success.

We’re also proud of the World Cup Final haul of 13 medals, including 100% rifle medals. This exceptional medal tally is testament to our mission to provide the finest ammunition in the world.



ELEY's sporting heroes

“The partnership of ELEY and USA Shooting has proven to be a winning combination.”

Coach Major David A. Johnson,
USA Shooting National Rifle Coach

© NRA Competitive Shooting Division

The United States is one of the leading countries in target shooting and ELEY is proud to be involved in their success – from junior heroes up to the professional elite.

For many years ELEY has been committed to supporting the growth and development of target shooting in the United States.

From grass roots up to the highest level of competition, we have set up a number of key initiatives and partnerships. For example, ELEY, always a strong advocate of junior shooting, has worked with the National Rifle Association (NRA) to support coaching programmes and junior matches through the donation of ammunition.

We have also set up a generous rebate scheme to enable colleges to

maximize their sports budgets when purchasing ammunition.

Meanwhile, at elite level, ELEY is the official supplier and sponsor of small bore ammunition to the national rifle and pistol teams of USA Shooting, one of the most successful nations on the world circuit.

And success breeds success. Through such collaborations, we have seen juniors developing into medal-winning international competitors and an increasing numbers of shooters at club, national and benchrest competitions opting to use ELEY .22 cartridges.



Proud sponsors of USA Shooting

The unique collaboration between ELEY and USA Shooting gives benefits on both sides. The key partnership allows the US team to compete with the best ammunition available but it also allows ELEY to work closely with some of the best shooters in the world.

Benchrest sets the benchmark

ELEY has continued to enjoy success in benchrest competitions at regional and national level. With shooters craving consistent accuracy and that ultimate score of 250/25X, they've turned to ELEY.

At the recent American Rimfire Association (ARA) National

Championship tournament, an incredible 102 shooters out of 110 shot ELEY – an overpowering line count. This is credit to our strong network of suppliers, relationships developed with industry experts and, of course, the loyalty of the benchrest community.

2009 successes for Eley shooters

2009 ISSF World Cup Final

Men's 3 Positions

Matt Emmons ●

Men's 3 Positions

Michael McPhail ●

Women's 3 Positions

Jamie Beyerle ●

Rapid Fire Pistol

Keith Sanderson ●

NRA National Smallbore Rifle champions

Men's 3 Positions

Joseph Hein

Men's Prone

Joseph Hein

Women's 3 Positions

Reya Kempley

Women's Prone

Reya Kempley

Men's 3 Positions Any Sight

Greg Drown

Silhouette

Cathy Winstead-Severin

ARA National Benchrest Champion

Brian Brandt



Cathy Winstead-Severin



Jamie Beyerle



Tarl (L) and Reya Kempley

Worldwide appeal

The world's top shooters want to shoot the best and that's why they choose ELEY – time after time. We owe it to them to continue pushing the boundaries and pioneering new developments in the making of rimfire ammunition.

From our modern technologically advanced production facility in Sutton Coldfield, UK, ELEY ammunition goes out to shooters all over the world. Because when they achieve success, we achieve it, too.

For further information on ELEY's official network of distributors and vendors please visit:
www.eleyammunition.com

Global success

Some of the world's most successful shooters using ELEY.



João Costa (POR)

Current European Champion and ISSF World Cup silver medalist, 50m Free Pistol.



Liubov Galkina (RUS)

2009 ISSF World Cup Gold Medalist, Beijing 50m Three Positions.



Keith Sanderson (USA)

Multiple 2009 ISSF World Cup Medalist, Rapid Fire Pistol.



Jonas Jacobsson (SWE)

One of the most successful Paralympians who has won a total of 15 gold medals in the past eight Olympics.



Jasna Šekarić (SRB)

Shooter of the Millennium and five times Olympic medalist. 2008 ISSF World Cup Beijing 25m Sport Pistol gold medal.



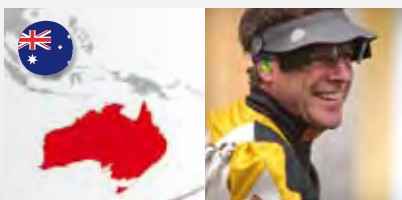
Jin Jong-oh (KOR)

Current Olympic champion and 2009 ISSF World Cup Final gold medalist 50m Free Pistol.



Isabella Straub (GER)

Current Junior European Champion, 50m Three Positions.



Warren Potent (AUS)

Ranked number one in the World and multiple World Cup Prone gold medalist.



He Zhaohui (CHN)

Consecutive 2009 ISSF World Cup gold medalist, 50m Rifle Three Positions.

US distribution and vendors

California

Creedmoor Sports, Inc.
1405 S Coast Hwy,
Oceanside, CA 92054
Tel 800-273-3366
www.creedmoorsports.com

Utah

Accusport Corp.
3015 South 1030 West
Salt Lake City, UT 84119
Tel 406-252-2109
www.acusport.com

Official US distributor

Illinois

Glenn Zanders Sporting Goods,
7525 State Route 154,
Baldwin, IL 62217-1066
Tel 618-785-2235
Fax 618-785-2750
www.gzanders.com
sales@gzanders.com

Ohio

Acusport Corp.
One Hunter Place,
Bellefontaine, OH 43311
Tel 937-593-7010
www.acusport.com

Champion Shooters Supply
42 N. High Street,
New Albany, OH 43054
Tel 614-855-1603
www.championshooters.com

Walnut Creek
3450 Pleasantville Rd NE,
Pleasantville, OH 43148
Tel 937-593-7010
gdavis10@columbus.rr.com

Pennsylvania

Bert's Garage
602 Division Lane,
Vanport, PA 15009
Tel 724-728-2442

Tennessee

Champions Choice
201 International Blvd.,
Lavergne, TN 37086
Tel 615-793-4066
www.champchoice.com

South Carolina

Ellet Brothers
267 Columbia Avenue
Chapin, SC 29036
Tel 803-345-3751
www.elletbrothers.com

Georgia

Bob Collins
209 Combs Drive,
Montezuma, GA 31063
Tel 478-472-7176
raciii@alltel.net

Arizona

Bruno Shooters Supply
21628 N Central Avenue Suite 4,
Phoenix, AZ 85024
Tel 602-587-7641
www.brunoshooters.com

Texas

International Shooters Service
2319 E Loop 820N,
Fort Worth, TX 76118
Tel 817-595-2090
www.ISS-InternationalShootersService.com

Killough Shooting Sports
106 N 7th Street,
Ballinger, TX 76821
Tel 325-212-0807
www.killoughshootingsports.com

Missouri

Good Shooting Sales and Service
3458 W. Belle Center Rd
Joplin, MO 64801
Tel 417-438-0845
www.goodshootinginc.com

Graf & Sons, Inc.
RR 3 Hwy 54 S.,
Mexico, MO 65265
Tel 573-581-2266
www.grafs.com

Midway Arms Inc.
5875 W. Van Horn Tavern Road,
Columbia, MO 65203
Tel 573-445-6363
www.midwayusa.com



ELEY®
the choice of **champions**

Over **100 Olympic Medals** won with Tenex since 1964

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IMI

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