



IMPULSE™

IMPULSE FREQUENTLY ASKED QUESTIONS

Q: What is a straight-pull rifle?

A: A conventional bolt action rifle has 4 manual motions to cycle a round: Lift the bolt handle up, pull back, push forward, push down the bolt handle to close. A straight-pull rifle has 2 motions, pull back the bolt handle, then push forward to close. A more efficient and linear way to cycle rounds while reducing movement on the firearm and keeping the shooter on target.

Q: How long have you been developing Impulse?

A: 2.5 years. We initiated the project in the fall of 2018.

Q: How are you going to stand out against existing products in this category?

A: We knew this was an open category to enter where we could introduce innovative technologies for our customers. Impulse does just that with 13 patent pending technologies built into this rifle. We wanted to tackle consumer problems that we knew still existed like accuracy, safety, and reliability of existing straight pulls in the market. Savage is known for accuracy, and we wanted to integrate that into this rifle as well.

Q: Why bring a straight pull rifle to market?

A: We feel strongly that we can bring a faster cycling firearm to a variety of hunting and shooting categories. Clearing hogs and predators requires faster cycling time that Impulse can offer. Additionally, the speed combined with accuracy offers a great rifle for PRS style competitions and big game hunts. Maintaining target acquisition, quick cycle times, and getting a fast follow-up shot are needed for success. This product is unique and different. We can offer a better product to the market in this category at a price point that is more affordable than other offerings. Plus, we can make it available in North America and the rest of the world.

Q: What makes the Impulse different than other straight pulls that are primarily found in Europe?

A: We can offer an American made product, manufactured and quality controlled in our factory. Savage offers innovation and new technologies that focus on safety, reliability, ergonomics, and accuracy at a price point that beats the competition and competes with premium conventional bolt action rifles. Impulse gives customers the benefits that they are used to seeing in a Savage; user adjustable AccuTrigger™, AccuStock™ with AccuFit™, and precision button rifled barrels assembled with a barrel lock nut. Additionally, the action features Hexlock™, a robust roller-ball lockup mechanism that can handle magnum cartridges and high pressures safely and reliably. Our team focused on ergonomics by providing ambidextrous controls and flexibility to transition the bolt handle to either side of the receiver in multiple positions. Our rifle features an ergonomically placed quick release button that allows the shooter to remove a live round if it has not been fired and store the firearm safely locked and unloaded. We paid attention to the details that matter to the shooters and hunters and what they needed to be successful.

Q: What variants will you have available at launch?

A:

1. Impulse Big Game
2. Impulse Predator
3. Impulse Hog Hunter

Q: Why would someone shoot a straight pull over a traditional bolt action?

A: A straight pull rifle offers the customer a different variety of feature sets. Accuracy, safety, reliability, at a faster rate of speed to cycle rounds. Impulse combines the accuracy of a traditional bolt action rifle, with the ability to cycle more rounds faster. Having a rifle with only two movements to operate the bolt allows a shooter to remain on target and shoot at multiple targets consecutively.

Q: What are the expectations for Impulse?

A: Our expectations are high, and we are excited. There is nothing like this in the market and there is nothing at this price point. We stand alone in a market that we get to drive momentum towards. Early feedback and initial interest are extremely positive. We know we have innovative technologies that set us apart and allow us to be at the forefront of another market segment.

Q: Do you think Impulse will cannibalize some of your traditional bolt action sales?

A: We do not. We think that Impulse competes with other straight pull rifle brands, semi-auto ARs, and traditional bolt action rifles. But it offers customers something new. For those considering taking an AR to the deer stand, this might be a better option for them. For those interested in getting into long range shooting, this gives them an accurate and stable shooting platform. Impulse blends the lines between the conventional bolt action and semi-autos. Customers now have more choices to choose Savage.

Q: Who do you consider your competition?

A: We compete with other straight pull rifle brands like Blaser, Heym, HS Steel Action, Merkel and Browning. But we also compete with semi-auto rifles platforms and traditional bolt action rifles since the Impulse offers a wide variety of feature sets found in these different platforms.

Q: Will you be adding other variants to the line-up?

A: Yes, the straight pull design lends nicely to a variety of shooting, hunting, and tactical disciplines with the aftermarket capabilities of a conventional bolt action rifle. We have the ability, and plans, to enter a wide variety of niche categories with this action.

Q: Are there components of this rifle that are compatible with the Savage 110?

A: Yes. The barrels, magazines, and AccuFit components are compatible with other Savage Model 110s.

Q: Can you swap out the barrel easily for a new barrel or caliber?

A: Yes. Many customers will recognize that Impulse utilizes a barrel locknut, like a Model 110. The Impulse platform was designed to be very modular, including barrels and bolt heads.

Q: Can barrels be easily swapped in the field?

A: Yes. By removing the takedown/action screws and barrel clamp screws (loosen 3, remove 1), a new barrel and extension can be assembled. The floating bolt head can be removed toollessly and swapped when a new barrel and extension assembly is installed. A torque wrench would be needed to reinstall the takedown screws.

Q: Does Impulse have a repeatable zero?

A: Yes. The 4 lug barrel clamp system provides for a repeatable zero because the barrel extension is timed via the receiver and barrel locking lug (via the front lug).

Q: Why did we use an aluminum receiver instead of steel?

A: We were able to use an aluminum receiver because we had integrated a barrel extension. The barrel extension absorbs the pressures when a round is fired and secures the bolt head via Hexlock safely. The aluminum gives us desirable weight reduction as well as manufacturing flexibility.

Q: Is the MOA bias of the rail different for larger cartridges?

A: All current 2021 product models have 20 MOA only. However, given the ease of manufacturing of an aluminum receiver, we can make future Impulse models with varying MOA rails integral to the receiver.

Q: Is this a toolless design for cleaning and maintenance?

A: The major components and parts that need to be cleaned can be disassembled and assembled toollessly. Impulse also includes a variety of sub-assemblies designed to be taken apart with common tools found and the parts are then self-contained. The toolless assemblies for maintenance and cleaning include the bolt removal, bolt head, and bolt handle.

Q: Is the bolt knob removable?

A: The bolt handle on the Impulse is threaded to receive different bolt knobs. The thread pattern is 5/16-24 UNF and .500" long. The bolt handle will accept most bolt knobs with that pattern. To remove the bolt knob, please reference the owner's manual.

Q: Do you plan to offer different types of bolt handle designs?

A: Given the modularity of Impulse, our goal will be to provide additional aftermarket components to support this model family.

Q: Is Savage targeting more of the European market?

A: We work hard to increase our market size globally in all markets. This does increase our product offering in Europe, but we also feel Impulse has practical applications in other markets, including North America.

Q: Is there an ejection port on the left side?

A: Not on current models.



STRAIGHT PULL BOLT ACTION DESIGN ||||| INNOVATIVE TECHNOLOGIES ||||| SAFETY FOCUSED