



BRAND BOOK



A GLANCE OF *Aguila* HISTORY

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Aguila[®]

Aguila Ammunition[®], founded in 1961, is manufactured in Cuernavaca, Morelos, Mexico by Industrias Tecnos, S.A. de C.V.

As one of the largest rimfire manufacturers in the world, Aguila[®] utilizes cutting-edge technology to produce quality rimfire, centerfire and shotshell ammunition.

Aguila[®] offers a complete range of products for self-defense, shooting sports, hunting, law enforcement and military markets.



CORPORATE
HOUSTON, Texas

FACTORY
Cuernavaca, Morelos

OFFICES
México, D.F.

TXAT

TXAT[®] is the exclusive distributor of Aguila Ammunition[®] in the U.S. and Canadian markets. TXAT[®] specializes in delivering high-quality brands around the globe including exporting into the Mexican market.

From marketing strategy, planning and implementation to operational optimization and logistics, TXAT[®] has the experience to bring products to market both domestically and abroad.





FEED YOUR FIREARM

TM  GUNS ARE HUNGRY

YOUR FIREARM

HUNGRY TM  FEED

 FEED YOUR FIREARM

YOUR FIREARM TM 

RM TM  FEED YOUR



1961
AGUILA
BEGINS
IN MEXICO



1998
WORLD'S 1ST
MINISHELL[®]



TXAT
2011
TECNOS
PARTNERS
WITH TXAT



**SIX DECADES
OF TRADITION**

2012

**1ST ULTRA-QUIET
POWDERLESS
22 COLIBRI**



2015

**1ST ANNUAL
COPA AGUILA
IS HELD**



2016

**AWARDED NASGW
IMPORTER
OF THE YEAR**



2018

**1ST ANNUAL
AGUILA CUP
IS HELD**



2019

**REINTRODUCES
THE 5MM
REMINGTON**

PRODUCTS



RIMFIRE

PRODUCTS INCLUDE:

- Long Rifle, Target, Pistol, Rifle and competition loads.
- Brass, copper and nickel casings.
- Standard, high and hyper velocities.
- Solid, lead and hollow points.
- Specialty rounds like Sniper subsonic, subsonic and powderless.



CENTERFIRE

PRODUCTS INCLUDE:

- Non-corr priming in calibers from 25 Auto to 45 ACP and 45 Colt, 30 Carbine, 223 REM, 300 Blackout and 7.62 x 51.
- 300-round bulk box 5.56 in 55 grain has been recently added to the lineup.
- We are continuously working to develop and launch larger hunting calibers.



SHOTSHELL

PRODUCTS INCLUDE:

- Minishell (1 $\frac{3}{4}$ " 12 gauge shotshell); 7 $\frac{1}{2}$, 8 and 9 shot, buckshot and slug.
- 12, 16, 20, 28 gauge and 410 in standard, high velocities and buckshot.
- 12 gauge Sporting Clays, Competition, Trap, Skeet and Pigeon loads.



- Aguila® produces full lines of rimfire, centerfire and shotshell.
- Aguila® is the originator of the Minishell®.
- We source our own premium raw materials for manufacturing and produce all components in-house with the exception of the powder.
- With facilities in both Mexico and Texas, Aguila is one of the largest manufacturers of rimfire, centerfire and shotshell in the world.
- Aguila® is one of the few manufacturers to use a 72-meter shot tower - a method some top shotgunners believe is the only avenue to "truly round" pellets.
- Currently, the Aguila® product line consists of 21 Rimfire products, 27 Centerfire products, and 61 Shotshell products.

OUR MISSION IS SIMPLE

To deliver innovative performance with each and every shot.
Engineered using state-of-the-art technology and high-quality components, our ammunition is guaranteed to give shooters that competitive edge.



DISTRIBUTORS & RETAIL CHAINS

● DISTRIBUTORS

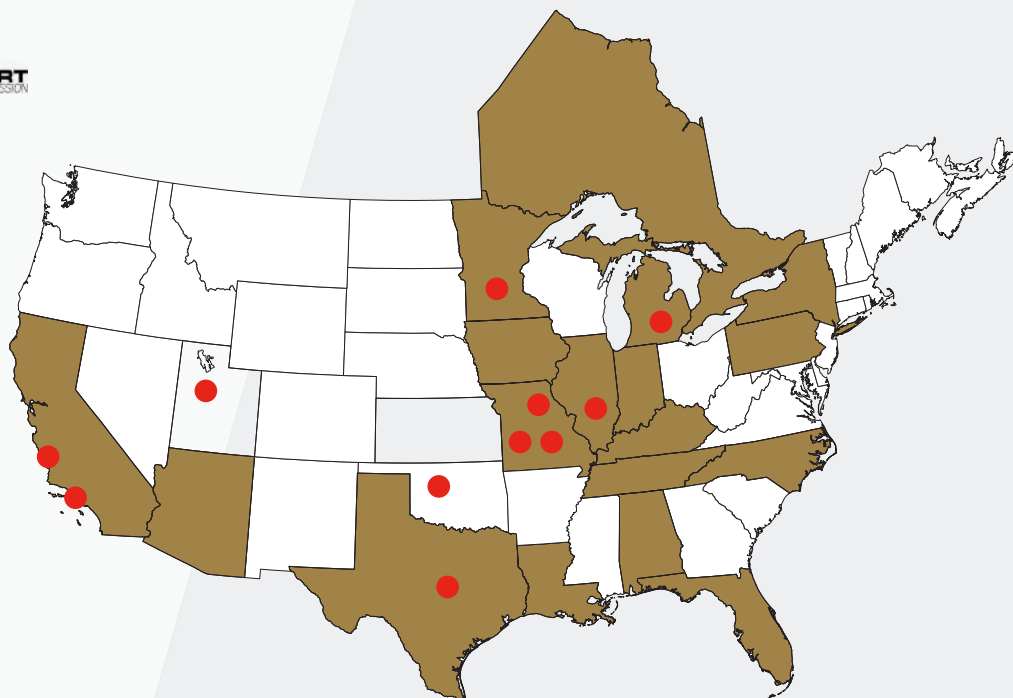
US DISTRIBUTOR



CAC ASSOCIATES, INC.



CANADIAN DISTRIBUTOR



● RETAIL CHAINS



MEXICAN ARMED FORCES



SEDENA

SECRETARÍA DE LA DEFENSA NACIONAL



SEMAR

SECRETARÍA DE MARINA



SEGURIDAD

SECRETARÍA DE SEGURIDAD
Y PROTECCIÓN CIUDADANA

GUARDIA



NACIONAL



FGR
FISCALÍA GENERAL
DE LA REPÚBLICA



ARABIA SAUDITA



AUSTRALIA



ALEMANIA



BELGICA



AUSTRIA



ARGENTINA



BANGLADESH



BELICE



BRASIL



BOLIVIA



CANADÁ



DINAMARCA



CHILE



COSTA RICA



COLOMBIA



ESPAÑA



EL SALVADOR



ESTADOS UNIDOS



EMIRATOS
ARABES



ECUADOR



FILIPINAS



FINLANDIA



FRANCIA



GUATEMALA



HOLANDA



HONDURAS



INGLATERRA



ITALIA



ISLANDIA



ISRAEL



JAMAICA



KAZAJISTÁN



LATVIA



NUEVA ZELANDA



NORUEGA



NAMIBIA



PERÚ



PARAGUAY



PORTUGAL



REPUBLICA
DOMINICANA



REPÚBLICA CHECA



SUIZA



SUDÁFRICA



SUECIA



UCRANIA



URUGUAY



PANAMA



POLONIA

AWARDS

In less than a decade, TXAT® has propelled the Aguila® brand into the U.S. market, and acquired some very notable awards and recognitions along the way.

- Petersen's Hunting Editor's Choice Award
- Fourth-time winner of the 2016, 2017, 2018 and 2020 NASGW "Importer of the Year"
- 2017 Bronze Telly Award for Guns Are Hungry TV Spot
- Graphis Gold Design Award for Minishell Packaging
- Graphis Gold Design Award for Guns Are Hungry TV spot
- Sporting Classics Award for Innovation in Ammunition
- Amchar 2015 and 2016 Manufacturer of the Year





INNOVATIVE PERFORMANCE WITH EVERY SHOT



TEAM AGUILA

AGUILA PRO SHOOTERS

Aguila® has established itself among professional shooters as a quality and reliable product. This is backed by a team of brand ambassadors, who believed in the Aguila® advantage, well before coming on board as an Aguila® shooter.



DAVID MILLER

SHOTGUN

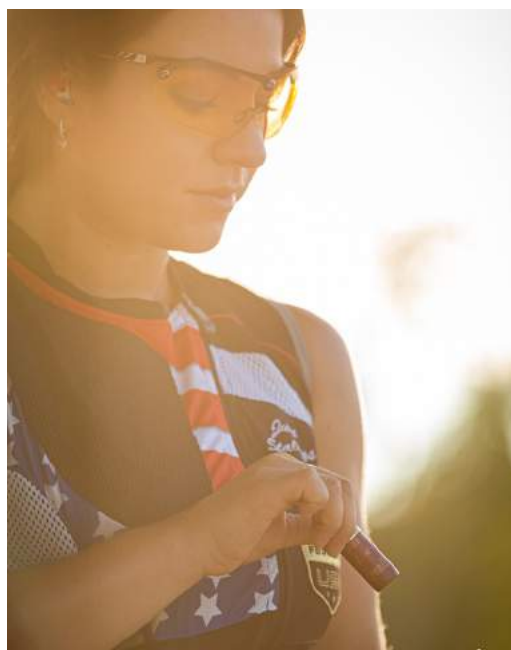
GUINNESS BOOK OF WORLD RECORD HOLDER:

- MOST SPORTING CLAYS BROKEN IN 1-HOUR: 3,653 TARGETS

JULIA STALLINGS

BUNKER TRAP

- 2-TIME USA NATIONAL OLYMPIC TRAP CHAMPION (2019, 2020)
- 9-TIME USA SHOOTING SELECTION MATCH MEDALIST
- 4-TIME ACUI NATIONAL CHAMPION
- 2-TIME ACUI COLLEGE NATIONAL CHAMPIONSHIP TEAM MEMBER
- 1-TIME ACUI NATIONAL PCSA CHAMPION
- 1-TIME LINDENWOOD UNIVERSITY FEMALE ATHLETE OF THE YEAR





CORY KRUSE

SPORTING CLAYS

- 2021 NATIONAL CHAMPIONSHIP FITASC RUNNER-UP
- 2021 TEXAS STATE CHAMPIONSHIP 7TH OVERALL
- 2021 US OPEN MAIN EVENT OPEN 3RD
- 2020 NATIONAL CHAMPIONSHIP MAIN EVENT OPEN 3RD
- 2020 NATIONAL CHAMPIONSHIP ALL-AROUND CHAMPION
- 2020 NATIONAL CHAMPIONSHIP KRIEGHOFF CUP CHAMPION



KALEIGH LAWSON

SKEET

- 6X KRIEGHOFF ALL-AMERICAN
- 6X WORLD SKEET MEDALIST
- 2021 WORLD SKEET LADIES WAYNE MAYES THIRD
- 2021 MINI WORLD SKEET LADIES .410 RUNNER-UP
- 2020 WORLD SKEET OPEN DOUBLES THIRD
- 2020 WORLD SKEET LADIES RUNNER-UP



RILEY KROPFF

3-GUN

- 1ST- 2021 ZOMBIES IN THE HEARTLAND
- 2ND- 2021 NORDIC VORTEX TRI GUN
- 4TH- 2021 VORTEX SHOOTOUT
- 4TH- 2021 MEMORIAL 3-GUN
- 4TH- 2021 SUPERSTITION 3-GUN
- 5TH- 2021 MAGPUL TX3G

DOUBLE DOWN

ON DEFENSE.



BUCKSHOT
5/8 oz Load | 1200 fps



SLUG
7/8 oz Load | 1300 fps

The Aguila® Minishell® Buckshot and Aguila Minishell Slug.
Two good reasons why intruders should think twice before breaking in.
Minishells double the capacity of pump-action shotguns while
delivering less recoil for faster target acquisition.

FEED YOUR FIREARM™ - AGUILAAMMO.COM

— MINISHELLS NOT INTENDED FOR USE IN SEMI-AUTOMATIC SHOTGUNS —

MINISHELL®

12 GAUGE

1¾ INCHES

HIGH CAPACITY. LOW RECOIL. PEAK PERFORMANCE.

Aguila®

EASY ON SHOULDERS.

HARD ON CLAYS.



THE AGUILA® MINISHELL®
7½, 8 and 9 Shot | 5/8 oz Load | 1200 fps

Bust clays without busting your shoulder. Aguila Minishells offer less recoil and quieter report than full-sized 12-gauge shells. And they don't sacrifice an ounce of performance. Available in 7½ shot, 8 shot, and 9 shot loads, so you can crush orange all day long.

FEED YOUR FIREARM™ • AGUILAAMMO.COM

— MINISHELLS NOT INTENDED FOR USE IN SEMI-AUTOMATIC SHOTGUNS —

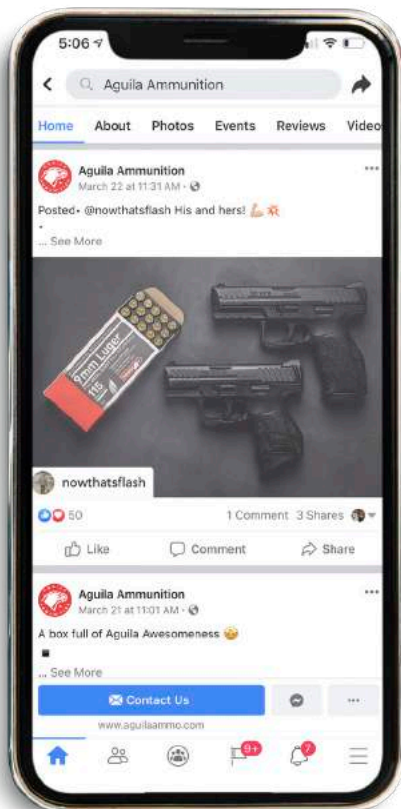
MINISHELL®

12 GAUGE | **1¾ INCHES**

HIGH CAPACITY. LOW RECOIL. PEAK PERFORMANCE.

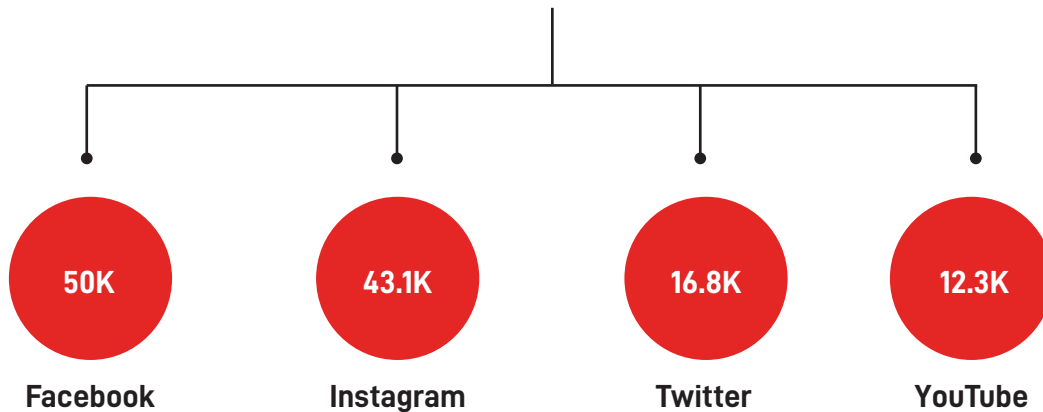
Aguila®

SOCIAL MEDIA



In only few short years, Aguila's social media and online presence (established in 2016) has generated a good buzz in the industry. Combined with a strategic sales and marketing mix and several partner giveaways, Aguila® has created a strong following which continues to grow.

CURRENT FOLLOWING



KEEP UP WITH EVERYTHING AGUILA FOLLOW US ON:



SHARING CONTENT?

TAG US TO SPREAD THE NEWS:

AGUILAAMMO.COM

#FEEDYOURFIREARM

#AGUILAAMMO

#GUNSAREHUNGRY

AGUILA[®]

SUPPORTS

ORGANIZATIONS WE SUPPORT

Aguila is committed to the future and success of this industry and support organizations dedicated to helping us grow the shooting sports. We encourage all efforts made to increase participation among every type of shooter, including youth and women.



NRA





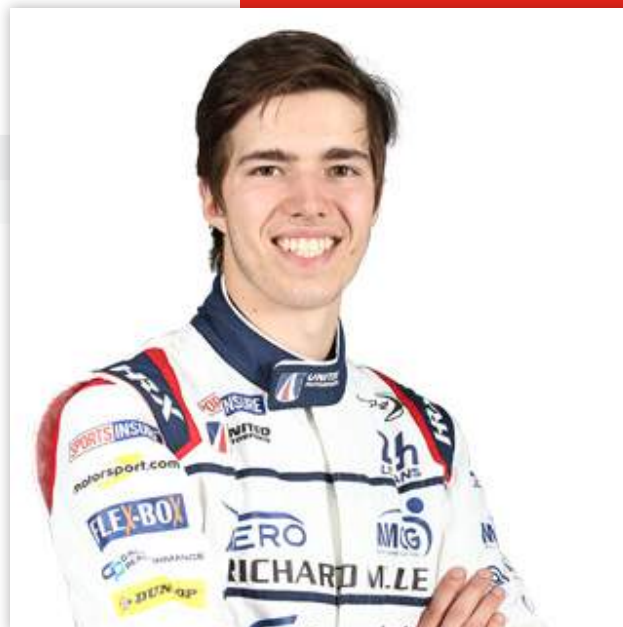
RACING TEAM

Driver Hugo de Sadeleer

Hugo de Sadeleer competes
in the LMP2 category of the
European Le Mans Series



www.hdsracing.com





Hugo de Sadeleer made his debut in karting and started his career in 2012 during a first experience in Formula BMW Talent Cup. This series saw Sebastian Vettel, Nico Rosberg and Bruno Senna accomplished their first sporting achievements and proved to be the perfect transition for Hugo, who was already aiming for a professional career in motor sport.

A few years later, Hugo joined Team Tech 1 Racing and signed his first contract to take part in the "Alps Formula Renault 2.0 Championship". Within the French team, Hugo was also racing in the famous "Europcup Formula Renault 2.0 Championship".

During all these years, Hugo also pursued a curriculum at the prestigious Institut Le Rosey in Switzerland. As a result, he had to combine his studies and the launch of his young career, which did not prevent him from obtaining his international baccalaureate and achieving several memorable performances in racing.

In January 2017, Hugo joined United Autosports, an Anglo-American team with which he competed in the European Le Mans Series and the 24 Hours of Le Mans in LMP2. This first season in endurance allowed Hugo to show off his talent and the young Swiss driver was crowned "Rookie of the Year" at the end of the season.

In addition to this personal award, Hugo has distinguished himself with brilliant victories in the race, numerous podiums and an incredible fourth place in the 24 Hours of Le Mans. A more than satisfactory result that was enough to convince the leaders of the United Autosports team to renew their confidence in him for a new season.

This year for his second season in the Anglo-American team, Hugo will take part in all the races of the European Le Mans Series, the 24 Hours of Le Mans, and the 24 Hours of Daytona, which he will discover alongside Fernando Alonso and Bruno Senna.



AGUILA® ON MEDIA

With over 500 million impressions in the past three years, Aguila has been featured on the cover of popular magazines including American Rifleman, Gun Digest, Guns & Ammo and Shooting Industry.

Other feature articles and mentions include:

- Petersen's Hunting magazine
- Shooting Illustrated
- Canadians Firearms Journal
- Trigger
- Recoil
- S.W.A.T.
- Shooting Times
- P&SN
- Tactical Retailer
- Clayshooting USA
- Targetshooting USA
- Shooting Sports USA
- On Target
- Pocket Pistols
- SHOT Business
- Handguns
- Book of AR-15
- Combat
- Magnum
- American Hunter
- Guns & Ammo
- GUNS Magazine
- Field & Stream
- The Firearm Blog
- AmmoLand.com
- The Gun Page
- Tactical-Life
- The Truth About Guns
- Ammoland
- Wide Open Spaces
- Guns America
- GunsAmerica.com
- S.W.A.T.
- Range365
- The Loadout Room
- Junior Shooters
- Before It's News
- and more...*

Aguila Ammunition Launches Shotshell Line

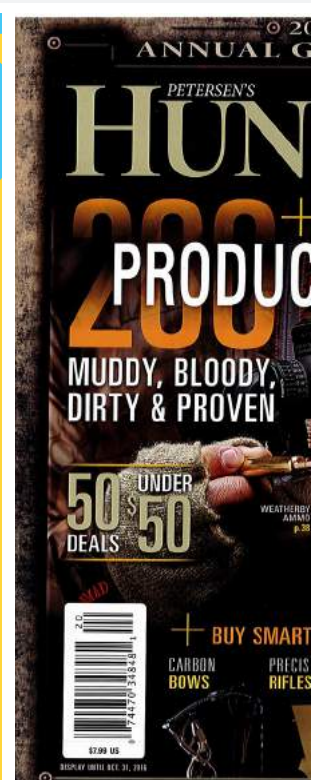
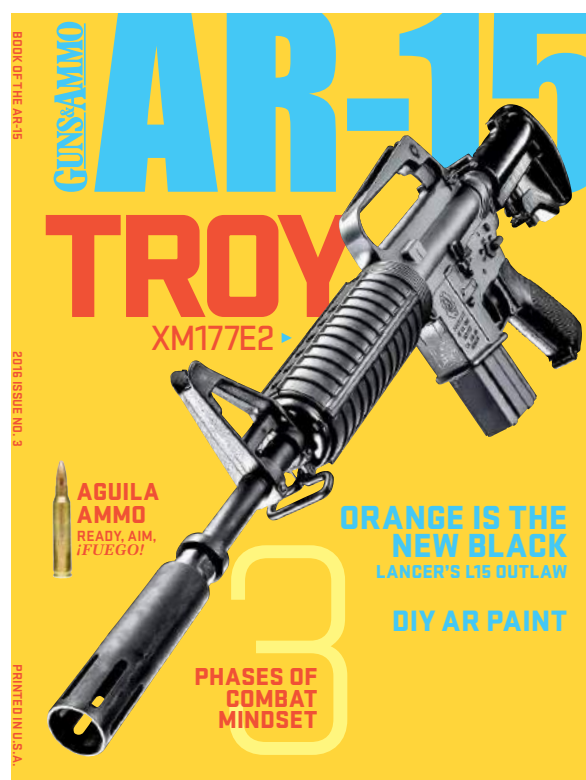
by G&A Online Editors | November 2nd, 2015



It looks like our ammo shelves are about to get fuller.

Aguila Ammunition is introducing its full shotshell product line to the market. The line will include skeet, trap and sporting clays. Aguila's exclusive pigeon load.

"Aguila's shotshell line has something for everyone, whether you're hunting, competition, clays or home defense," said Rod Rodman, manufacturing for Aguila Ammunition. "Hunters and competitors across Latin America have relied on the affordable performance of Aguila for over five decades. We're excited to show the U.S. market the advantage."





For over four years, Aguila Ammunition has been the proud host the Copa Aguila, held annually in September in sunny Guadalajara, Mexico. The event is held at Club Cinegetico Jalisciense and welcomes over 500 shooters and their families, from Mexico, the United States, Spain, Columbia and many parts of Latin America.

Consisting of Sporting Clays, Five-Stand, 3-Gun and Rimfire, each category is broken into various shooting divisions with cash prize and packages totaling \$85,000 USD.

The courses are sprawled across the large layout of the beautiful Club Cinegetico Jalisciense, and participants take in mountainous views while

traveling the well-marked courses via golf-carts. What makes the Copa Aguila so different? Aside from being a world-class shooting tournament, this event is designed to be a family affair. Created for all shooting disciplines and skill levels, the Copa Aguila is an opportunity to enjoy a fun-filled week complete with family, friends, food and of course, some friendly shooting competition.



NRA EXPLORE

MENU

NRA AMERICAN RIFLEMAN

APPEAR IN NEWS AMMUNITION RIFLE HANDGUNS SHOTGUN

The Copa Aguila 2017 National Shooting Match

by Daniel T. McElreath, Executive Editor, Shooting Illustrated - Thursday, October 12, 2017





SUBSCRIBE

On September 20-24, 2017 Aguila Ammunition hosted the 2017 Copa Aguila shooting match in Guadalajara, Mexico, attracting participants from South and Central America as well as the United States. The event, held at the vast and pristine Club Chaparral Jalisco, gave shooters the opportunity to compete for a \$10,000 cash prize as well as an additional \$5,000 in raffish merchandise. Just as importantly, the event reaffirmed Aguila's status as a major force in the ammunition industry, one about to make its presence felt in the U.S.



DOWN MEXICO WAY



CLUBHOUSE MAIN ENTRANCE



AL HAGUE REPORTS ON THE AGUILA CUP

The Copa Aguila Championship was hosted September 20-24 at the Club Chaparral Jalisco A.C. in Guadalajara, Mexico. Over 200 shooters from the USA, Mexico and other Latin American countries came to vie for the large prize and national trophies across five events.

Aguila is the brand name of the ammunition (including their shells) manufactured by Industria Texaco S.A de C.V., the largest manufacturer of ammunition in Mexico. The USA Distributor, Texas Ammunition and Technology, located in Correll, Texas was the organizer and host of this championship. Last year the Aguila Cup was held in Aguascalientes, Mexico - it's the largest event in Latin America each year.





As Copa Aguila's U.S.- counterpart, the Inaugural Aguila® Cup was successfully held in June 2018 at Fossil Pointe Sporting Grounds. With over 400 registered shooters in attendance, the 3-day multidiscipline-shooting tournament ran from June 14th-17th and consisted of Sporting Clays, Five Stand, FITASC, 3-Gun, and Rimfire categories. Each category was broken into various shooting divisions with cash and prize packages totaling \$65,000 were awarded. The Aguila Cup also featured NSSF First Shots programs for new shooters and private a Thousand Horses concert on Saturday night.

"For over three years we've hosted the Copa Aguila in Mexico and wanted to bring the same excitement to our home here in Texas. The shooting sports are an exciting yet challenging industry to be a part of. It's events like this that bring us all together to promote liberty and celebrate our freedoms, while inspiring new and youth shooters to join this lifetime, sovereign expression, training and responsibility. We look forward to an even bigger Aguila Cup next year."

Leon Brener, President of TXAT®/Aguila Ammunition®

Sponsors



NEARLY 7.27 MILLION UNPAID DIGITAL AND
PRINT IMPRESSIONS FOR AGUILA CUP.





Nineteen sixty one offers a complete line of high-quality uniforms and equipment for military, law enforcement, security, and more. Always innovating, with the ability to create special designs tailored to your needs. Made in North America

○ — GEAR

○ — UNIFORMS

○ — BALISTIC PROTECTION

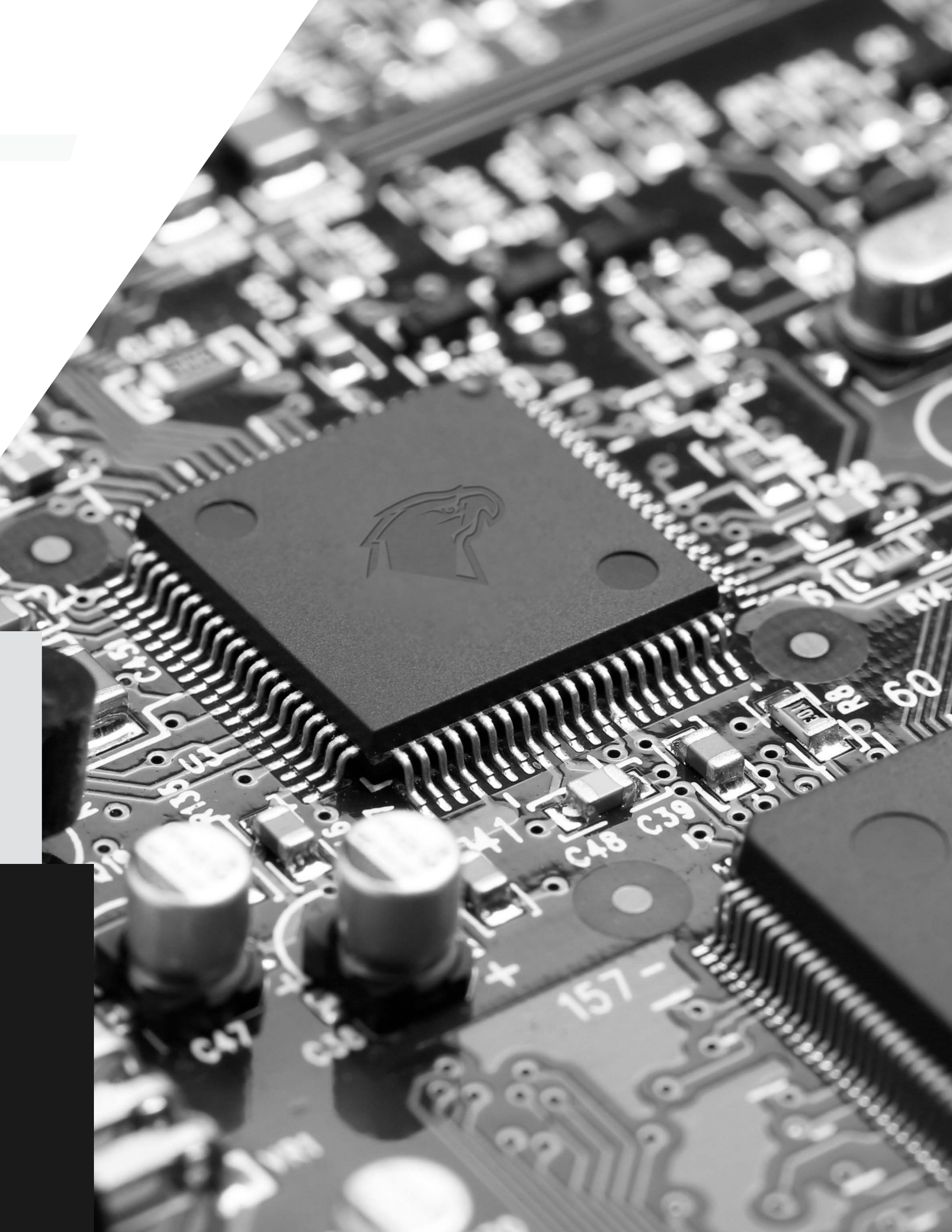


AGUILA[®] **TECHNOLOGY**

We operate an extensive network of partners to best-in-class products.

We offer a unique level of freedom with Hi-Tech security solutions. Designed to provide peace of mind to all. Our technological products are engineered to offer the state-of-the-art Aguila[®] quality.

- **CCTV SURVEILLANCE CENTERS (C5, C4, AND C2)**
- **URBAN VIDEO SURVEILLANCE**
- **VIDEO ANALYTICS**
- **VIDEO MANAGEMENT SOFTWARE (VMS)**
- **ROAD TRACKING TECHNOLOGY**
- **RADIO COMMUNICATIONS SYSTEMS**
- **DATA TRANSPORT NETWORK**
- **DRONE STATIONS**
- **COMPUTER-AIDED DESIGN WORKSTATION**
- **GLOBAL POSITIONING SYSTEM (GPS)**
- **EARTHQUAKE WARNING SYSTEM**
- **DATA CONTINUITY AND PRIVACY SOLUTIONS**
- **LAW ENFORCEMENT VEHICLES**
- **TACTICAL VEHICLES**
- **AIRPORTS, PORTS, AND TRAINS SECURITY**
- **PENITENTIARY FACILITIES**
- **TRANSPORTATION**
- **OPTICAL FIBER NETWORK**







GUIAN
380



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aguilaammo.com