

50<sup>TH</sup> ANNIVERSARY 1975 - 2025

# Aimpoint®

## A CUT ABOVE

The ultra-slim COA with integrated A-CUT™ slide revolutionizes pistol-mounted red dots



### **The Gordon Carbine**

Pinnacle of AR clone builds


### **Micro**

The tiny optic that changed the world

### **ACRO Evolution**

From pistols to long guns, the ACRO has you covered





Aimpoint's reflex sights were a brilliant idea, but it required a bright leader to usher the brand into the 21st century.

By Brad Fitzpatrick

# THE MODERN ARCHITECT



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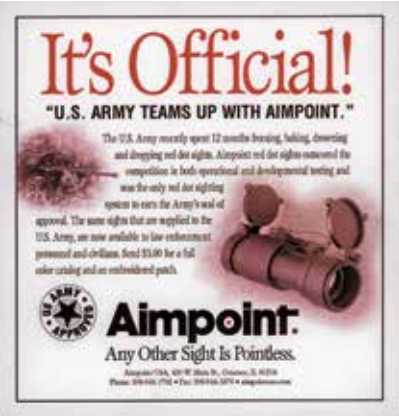
The Scandinavian nation of Sweden is synonymous with forests. Trees cover almost 70 percent of the country, and Sweden’s boreal forests of Norway pine and beech trees provide an important source of income for locals. These forests are also home to a variety of large and small game, and Sweden has a rich hunting tradition.

It should come as no surprise that this land of dark forests spawned a highly successful red-dot optic company. There’s simply nothing better for shooting deer, hogs, and moose as they run through thick forest than an Aimpoint red dot. There’s also a need to educate the rest of the world’s hunters and shooters who were raised on magnified optics about the advantages of red dots. For Aimpoint to succeed in the global hunting,

shooting, and defense markets, they needed a mouthpiece who could relate the benefits of red-dot sights to other shooters. For the last two decades, that man has been Lennart Ljungfelt, the president of Aimpoint. As you’ll see, Ljungfelt is exactly the right man for the job.

**Hunter, Soldier, President**  
Some professionals in the outdoor space come late to hunting, but not Ljungfelt. He told me in an interview that starting around the age of five, his father would take him after school to the woods surrounding his home, and he learned to track, shoot, and care for game at an early age. His father was not only serious about the sport, but he was an early adopter of new products, including Aimpoint sights. “My father would tell people how well the red-dot sight worked,” Ljungfelt said. “I was using Aimpoint products before I ever worked there.” Ljungfelt enjoyed hunting, but his father was intense about the sport. He told me in our interview that his father once shot a boar that was headed directly for his son’s stand and then felt bad about the decision.

“He told me he was sorry but that he simply couldn’t help himself,” Ljungfelt said with a laugh. He seems to harbor no ill will about the boar. Ljungfelt continued to hunt and shoot through his teen years and at the age of 18 began his compulsory military service, a requirement for men in Sweden until 2010. As required, Ljungfelt signed up to serve but had no aspirations of staying in the military. “My commander asked if I was planning to continue with my military career,” Ljungfelt said. He told his commander that he had no intentions of staying on a day longer than was required. His commander agreed that was a wise decision. People change, and so do their attitudes. In Ljungfelt’s case, he decided that the military was not so awful and soon became an invaluable asset. His commander also changed his thinking and was soon trying to convince Ljungfelt to remain in the service.



In 1997, the first Aimpoint optic adopted by the U.S. military was the CompM series.

“It’s no accident that these optics have been atop over 1.5 million military weapons.”

He did, and eventually, he found his place in the military as the commander of an air defense missile unit, a job that Ljungfelt came to love. The military life he had once planned to leave quickly became a core part of him, and the man who vowed to depart as soon as possible ended up serving nearly 16 years, retiring as a major. After leaving the military, Ljungfelt moved on to a role at a radio communications company. He liked that job and likely would have stayed were it not for the desire to be closer to his family in the southern part of the country. “That’s why I came to Aimpoint,” Ljungfelt said.

**Arrival at Aimpoint**  
Malmö, where Aimpoint is headquartered, is the third largest city in Sweden. It’s connected to Copenhagen, Denmark, via the Øresund Bridge, which spans the straight of the same name. It’s the home of Aimpoint, and since 2003, it has been the home of Ljungfelt. When Ljungfelt arrived at Aimpoint in 2003, he was warned that past presidents hadn’t lasted long. But Ljungfelt was different.

With a history in hunting and over 15 years of military service, he brought a unique set of experiences. His military background would also play an important role in his success at Aimpoint. In 1997, Aimpoint provided their first red-dot sight to the U.S. military when the CompM series was selected as the M68CCO Close Combat Optic. It was the beginning of a long relationship between Aimpoint and the U.S. military. Ljungfelt takes that relationship seriously. In fact, he considers his proudest moment at Aimpoint to be when he attended the celebration of the millionth Aimpoint optic in service with the U.S. military in 2010. General Stanley McChrystal, who led the U.S. and NATO troops in Afghanistan from 2009 to 2020, told Ljungfelt, “You must be a very good salesman. We have 880,000 military members, and we just purchased our millionth sight.” Joking aside, that was a proud moment for Ljungfelt. Aimpoint has a strong relationship

with the U.S. military, and Ljungfelt said that comes down to Scandinavian engineering that is designed to withstand the harshest elements and the worst conditions. “There is no honorable second place,” Ljungfelt said of war. It’s a simple but direct statement from a man who understands the stakes of military service. For a soldier to survive, they must have the right equipment that offers them the best advantage in combat. The right sight is a key ingredient to success, and when success is measured by survival, the stakes are that much higher. **Brilliant and Battle-Tested** When asked what makes Aimpoint sights so effective under such harsh conditions, Ljungfelt expressed that it is attention to detail — every detail. Every aspect of a sight will be tested in battle, and that means there can be no weak points. Battery life, brightness, housing, lenses — if one element fails, the entire optic fails as well.





# THE MODERN ARCHITECT

When Aimpoint was founded in 1975, the concept was simple: a red dot allowed for faster target acquisition and was a benefit when shooting at a moving target. It was a novel concept at the time that has become commonplace today, and with so many other red-dot manufacturers on the market, the competition has grown substantially since the 1970s.

One of Aimpoint’s great advantages, Ljungfelt said, is outstanding battery life, which is measured in years. When the Comp series optics promised an uncompromising eight years of service on a single AA battery,

militaries around the world took note. That’s longer than some military careers.

Battery life is an essential component of the Comp sight design, and that extended battery life has become a hallmark of Aimpoint reflex sights. The ACRO pistol sight boasts a 50,000-hour runtime, and unlike many competing red dots, it lives up to its promises.

Versatility is another key ingredient to Aimpoint’s recipe for success. As Ljungfelt said, every aspect of Aimpoint red dots are designed to perform at the highest level. An electro-optic is limited by battery life, but it is also

limited by the brightness settings available to the shooter. The current CompM4 offers nine daylight brightness settings and seven night-vision settings. That’s far more than other optics, and that means the brightness is suitable for any condition. The use of a 2-MOA dot also adds to the versatility of the optic.

Durability, of course, is a major concern for anyone who relies on an optic. This, Ljungfelt said, is another key area where Aimpoint succeeds. The company builds enclosed optics, which means that the emitter is fully surrounded and protected by the housing. There’s no way for the aiming point to be disrupted unless the entire sight is broken, which isn’t easy to do with an Aimpoint thanks to an anodized aluminum alloy body with an anti-reflective exterior. Consider that while the average red-dot optic is rated to submersion in up to three feet of water, the M4 can be submerged to 150 feet.

Aimpoint’s high-quality lenses and solid bases help round out the optical package and make it one of the toughest optics available today. What makes Aimpoint optics different? They’re tougher, for one, Ljungfelt said. It’s no accident that these optics have been atop over 1.5 million military weapons. Ruggedness is part of the Aimpoint DNA.

The versatility of Aimpoint red dots make them equally effective for use on a variety of firearm types.



Aimpoint optics have been atop over 1.5 million military weapons across the globe, a testament to their rugged design and unwavering durability.

## The Hunt for the Perfect Optic

One of my first experiences with an Aimpoint optic came at the Dallas Safari Club convention, and it also happened to be my first experience with virtual reality. Amid the rows of full-body cape buffalo, elk, and elephant mounts, I found the Aimpoint booth, and one by one, I saw burly hunters dressed in their show togs climbing up to a stand where they donned VR glasses and held a gunstock. Aimpoint called it GAIM.

In short order, every shooter on the stand flinched or swung wildly and tried to make a shot. I stood around long enough, watching the spectacle that an Aimpoint employee invited me to try.

I’m glad that it was only virtual reality, because when I wore the headset, I was suddenly on safari. Shortly after I started to get the feel of the game (I was hitting virtual antelope with some regularity), there was suddenly an elephant charge, and in a split second, the mind seems to forget that this reality is only virtual. I didn’t fall down the steps, but only just barely.

GAIM (pronounced “game”) is, well, a game, but it offers more insight into the function of a red dot and its role in hunting.

“One benefit of red dots for hunting is the ability to make moving shots,” Ljungfelt said. If you’ve ever tried to make a running shot on game with a magnified optic — especially a magnified optic at 3X or greater magnification or with a busy reticle — you know how difficult it can be. In many cases, it’s simply impossible. For dense cover and driven game, a red dot is much simpler to use, and your odds of success increase dramatically.

“You can also shoot accurately at greater distances than you might imagine with a red dot,” Ljungfelt said, and that’s true. With a 2-MOA dot, a shooter with reasonably good eyesight can routinely hit a 6-inch target at 200 yards. That will do everything most whitetail, hog, and deer hunters need. The red dot also offers the advantage of improved awareness, more hits on moving targets, and faster target acquisition. Hunting elk in dark timber where grizzlies are abundant? An Aimpoint makes

great sense. My .375 H&H Magnum rifle now wears a red-dot optic, and I find that in thick cover, it’s the ideal setup. You’re seeing more red dots on double rifles each year, too, and some double-gun manufacturers are actually cutting the ribs of their rifles for red dots.

Yes, the Aimpoint red dot is a versatile defense/combat optic, but it’s also a superb hunting optic that offers real advantages over traditional sights.

## The Right Man for the Job

The previous presidents of Aimpoint didn’t last two years, but Lennart Ljungfelt has lasted for two decades, and his tenure as the head of Aimpoint continues as it should. Though he doesn’t say it, there’s no question that Ljungfelt was born for this job. More importantly, when you speak with him, the passion he has for his products and the shooters who use them shines through. He isn’t simply an executive selling widgets and trying to win market share. He is a man driven by his passion. •