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**CCI’s First Rimfire Defender**

*CCI’s latest new 22 LR rimfire product launch—Uppercut Defense 22 LR—is built for short-barreled, self-defense handguns.*

22 LR remains to be the most popular cartridge in America, but this century-old round was hardly conceived for personal protection. So, it is certainly surprising to see a new 22 LR load launched, intended for self-defense. But CCI couldn’t be prouder of its new offering.

CCI is the historic industry leader—the long-standing king—in rimfire ammunition. The iconic company has been in business for more than 70 years, and it now offers more than 90 cataloged items, far more than any rimfire competitor. It utilizes a state-of-the art production facility, and an experienced workforce, to create a wide variety of product options that have created unparalleled brand loyalty from shooters and hunters.

The news of a dedicated defense bullet for the 22 LR—designed and built by the king—will be welcome news for millions of shooters. With CCW permit applications and guns sales at a high point over the last several years, there are many new shooters looking for new ammo choices. Some of whom may not be comfortable with the muzzle rise and recoil of a large-caliber centerfire pistol.

New CCI Uppercut answers the call for more 22 LR self-defense ammo, delivering power and performance that CCI customers already know and love. And, adding to its rich company history, Uppercut is the company’s first product that falls in the personal protection ammo category.

**22 LR For Defense**

“Protection of oneself should always be personal. The decision should depend on how you prefer to carry. Your choice should be sized to fit your needs and built to defend you adequately and dependably,” said Jason Slinkard, CCI’s Rimfire Product Director. “There are a lot of people that can’t rack the slide on a centerfire pistol and most of those people can’t manage the recoil either. This product is for them, and for anyone else that uses a 22 LR pocket pistol.”

The 22 LR cartridge produces very mild recoil and is easy for new shooters to handle. In today’s marketplace, there are many compact, easy to conceal 22 LR revolvers and pistols available, and these guns boast significantly higher capacities than centerfire counterparts. Lightweight, low-recoil 22 LR handguns have always been ideal for concealed carry but were limited by a lack of effective self-defense ammunition.

“We, at CCI, have talked about making a 22 LR defensive load for a long time,” said Slinkard. “We finally decided that people are already carrying 22 LRs, so we might as well build a .22 bullet optimized for protection. And the robust design we finalized is certainly quite different than any traditional 22 Long Rifle ammunition designed for hunting and target shooting. For self-defense rimfire, it is quite impressive.”

**A Defensive Bullet**

Traditionally, 22 LR bullets have fallen into three primary categories: lead round nose, copper plated, and copper plated hollow points. None of these consistently perform well in gel tests for self-defense ammo because they do not shed energy in a uniform and efficient manner. Over-penetration, under-penetration, bullet fragmentation, and other issues have prevented the 22 LR from being taken seriously as a self-defense cartridge.

“When we set out to build a defensive rimfire bullet for CCI, we took what we already knew about our Jacketed Hollow Point (JHP) bullets, but we also worked with defensive ammunition engineers from our sister company, Speer, to achieve the best in terminal performance attributes. The team members at Speer are experts in law enforcement and personal protection ammunition. They know their stuff.”

Most 22 LR projectiles weigh around 40 grains and travel from the muzzle at around 1,300 feet per second (fps) out of rifle-length barrels. But when shot at lower velocities, such as when fired from short-barreled pistols, 22 LR still produces approximately 150 foot-pounds of energy. That energy can do the job for terminal performance, but the primary reason the 22 LR has never been adopted as a self-defense round has less to do with terminal ballistics and more to do with a lack of suitable bullets.

“From the start, we knew 22 LR was limited in performance, so we were not focused on barriers and other technical elements that goes into ammunition for duty guns,” said Slinkard. “By not being restricted by barrier test results, our engineering team concentrated on a bullet that was ideally suited for common self-protection scenarios—one that would perform exceptionally well in bare gel or light clothing.”

The result of CCI’s exhaustive research and development was the creation of an all-new projectile. Unlike the simple lead round nose or copper-plated hollow points, typical of most rimfire ammunition, Uppercut’s exclusive jacketed hollow point bullet has the thickest jacket of any CCI 22 LR bullet. It initiates full and reliable expansion through short-barreled handguns. And it does that while also retaining the weight needed to hit critical penetration depths, adequate for self-defense.

**The Uppercut Concept**

“Other 22 LR ammunition designed for self-defense is out there, such as Federal Premium 22 LR Punch. Although a great load, it is designed specifically for deep penetration, not expansion. Our CCI Uppercut bullet is designed for expansion and weight retention,” explained Slinkard. “CCI Uppercut achieves 8-10 inches of penetration in ballistics gel with controlled expansion out of short barrel pistols. Upsets result in a beautiful, deep 6-petal design.”

Uppercut features a 32-grain jacketed hollow-point bullet. Nose skiving on the bullet ensures petals peel back for uniform and consistent expansion. The load’s velocity is optimized for performance through 2.5- to 4-inch handgun barrels yet penetrates to effective depths. The load clocks in at 950 fps out of a typical short-barreled handgun.

“What makes this product stand out is its plating thickness. Typically, our 22 LR bullets, such as our popular Mini-Mag line, has a thin flash plate that requires wax to keep the barrel from leading,” explained Slinkard. “The copper jacket plating on Uppercut measures six thousandths, which is similar to popular 22 Win. Mag JHP bullets designed for self-defense from Speer (CCI’s sister company). This design feature is a key to its overall effectiveness as a self-defense bullet.”

The thick plating on CCI Uppercut bullets helps deliver the expansion without petal loss. The robust copper plating on these bullets replaces wax that is traditionally applied to 22 LR ammunition. The goal of the wax is to protect the barrel of the gun from the buildup of lead created as bullets pass through it. The wax does a decent job of protecting the barrel, but metal and wax deposits eventually build up and the gun needs to be cleaned often. Because CCI Uppercut is plated, bullets don’t need to be waxed, which is cleaner and more convenient.

“Uppercut also features extremely dependable CCI priming and propellant. And it’s unwaxed bullet reduces fouling and improves feeding in all temperatures,” concluded Slinkard. “CCI’s unmatched quality has created a legion of devoted customers. This kind of brand loyalty can’t be bought; it must be earned through years of excellence and innovation. CCI’s customers—hunters, shooters, plinkers, reloaders—and now, self-defenders, know that the name on the box stands for quality and performance. I know CCI Uppercut will live up to that reputation.”

CCI Uppercut Defense 22 LR, 32-grain Jacketed Hollow Point (Part No. 960CC) ammunition is packaged in 50-count boxes.

Learn more at [www.cci-ammunition.com](http://www.cci-ammunition.com).

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