

## INTRODUCING BILL HICKS & CO., LTD EXCLUSIVE LWRCI IC DI FLAT DARK RED

**CAMBRIDGE, MARYLAND (9/18/2017):** Bill Hicks & Co., Ltd. has partnered with LWRCI™ to offer firearms dealers the industry's first Direct Impingement rifle with a Flat Dark Red Cerakote® finish. The Bill Hicks & Co., Ltd. Exclusive IC DI FDR model is the newest member of the IC DI family whose design was born out of the US Military M4 PIP program that called for longer barrel life, full ambidexterity, better reliability and user configurable floating rail system that was awarded American Rifleman's 2017 Golden Bullseye Rifle of the Year.



“Bill Hicks & Co., Ltd. is always pushing the envelope to offer our dealers unique, innovative products that will truly stand out at retail, says Jeff Waddle, Bill Hicks Purchasing Agent. “The Bill Hicks & Co., Ltd./LWRCI-DI FDR excels on all counts, offering our customers an accurate advanced DI rifle at a price that will surprise you and a finish that will certainly stand out.

Built from the ground up the IC DI FDR model, is a completely new Direct Impingement rifle in Bill Hicks exclusive Flat Dark Red Cerakote® finish, featuring many of the same performance attributes found in LWRCI's popular Gas Piston - Luxury AR line up. The commitment to craftsmanship and design excellence is clearly evident in the IC DI Flat Dark Red delivering high performance accuracy and quality the discerning shooter demands with innovation customers have come to expect from LWRCI. Custom rifle features including: Monoforge™ upper, modular one-piece free float rail, LWRCI cold hammer-forged Spiral fluted barrel, fully ambidextrous lower controls: Mag Release, Bolt Catch/Release and Selector switch, angled ergonomic Fore Grip, Mil-Spec 6-position buffer tube and LWRCI proprietary advanced DI Bolt Carrier group with keyless gas key.

The Bill Hicks Exclusive IC DI Flat Dark Red model is shipping now and ready for dealer stocking.

For more information on the BILL HICKS & CO., LTD/LWRCI™ IC-DI FDR, visit [www.lwrci.com](http://www.lwrci.com) or call your Bill Hicks & Co., Ltd. sales associate today at 1-800-223-0702 to acquire these Colt distributor exclusive models, which are in stock and ready to ship!

About Bill Hicks & Co., Ltd.:

We are in our 48<sup>th</sup> year of business, providing the nation's Sporting Goods Dealers quality product at the right price, followed-up with superior service. If you are interested in becoming a Dealer, please contact us @ 1-800-223-0702.

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