



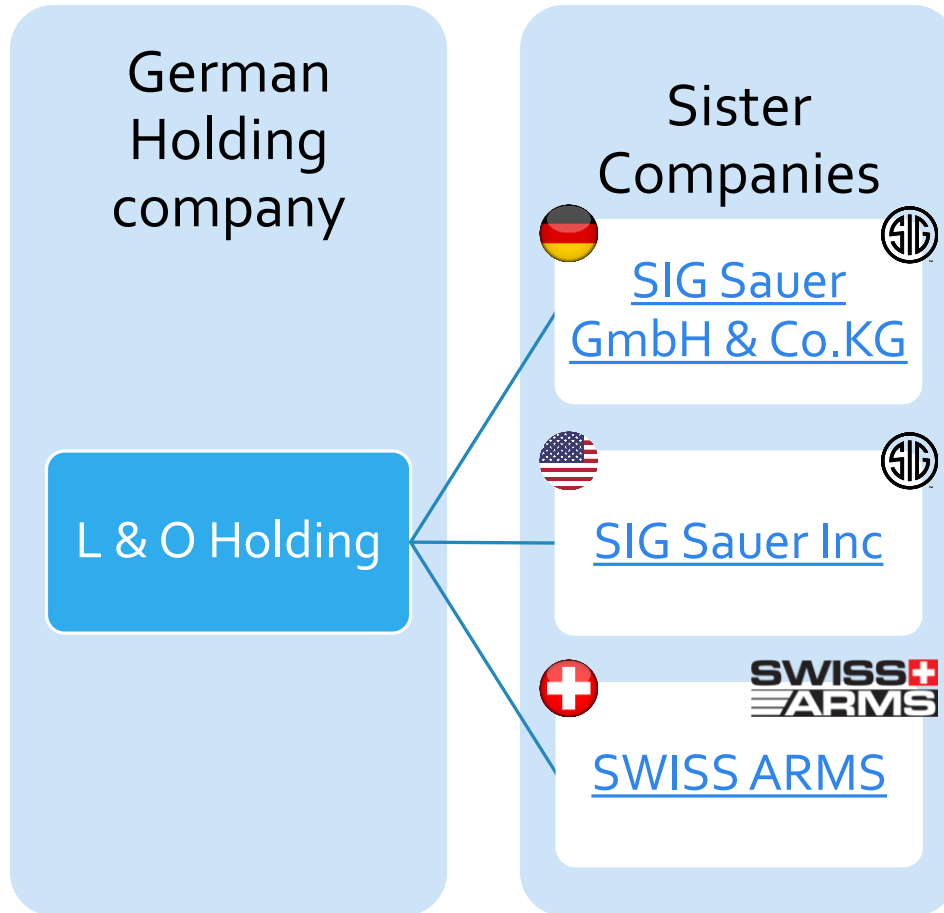
SIG Sauer Profile



Company Overview

- The owners of SIG Sauer, Michael Lúke and Thomas Ortmeier, based in Germany, are passionate hunters.
- That's what's fueled their investment into this industry in the first place.
- Not just that it was a good financial opportunity but they are passionate about it, so they bought Blaser, and they bought Mauser, and they bought JP Sauer & Sons, they bought SIG SAUER, they bought Rigby, they own German Sports Guns (GSG), they own Diana Airguns. They have had a vision for quite some time.
- **They wanted to get into optics.**
According to Andy York, that's one of the reasons why SIG Sauer has its own US based Electro-Optics Division.

Company Overview



- SIG Sauer Inc (US sister company) is the only one that owns in-house electro-optical capabilities.
- SIG Sauer Inc has **more than 1,700 employees** across **eight locations**.



Key People



Ron Cohen

- According to Andy York Ron Cohen's vision is wrapped around the core firearms business. And that was: anything that goes in or on a firearm is where we're going to go. So ammo, silencers, optics, etc.



- Cohen and two other executives of the German-owned Sig Sauer were accused of conspiring to cover up the final destination of a shipment of pistols. German prosecutors say that between 2009 and 2011, the company manufactured nearly 40,000 guns in its factory in Germany, then transferred the weapons to its sister-entity in New Hampshire before shipping them on to Colombia.
- **In Feb 2019** Ron Cohen, has reportedly **struck a plea deal** with German prosecutors over an illegal arms shipment. | [read more](#)
- Cohen, 57, will receive **a 22 month suspended prison sentence**, and **finest topping \$1 million**, according to German media reports.
- He was facing up to five years in prison if found guilty. | [read more](#)



Andy York, President of SIG SAUER Electro Optics



- Andy believes that SIG Sauer's USP is their in-house electro-optics capabilities. He says "SIG SAUER stands for **durability, and accuracy, and innovation**" – so is the Electro-Optics division;
- According to Andy, SIG Sauer competitors who've forayed into optics, go on a shopping trip overseas and slap their logo on it.
- Andy was brought on by **Ron Cohen**, the President and CEO of SIG Sauer, basically at SHOT show 2014.
- Prior to joining the company he spent ten years as Head of Sales, Product Development, and Marketing at [Leupold](#), running everything from rifle scopes to binoculars, to range finders, to tactical products.
- **Andy recruited many of his former Leupold employees;**

Eric VonBosse, Project Manager & Product Marketing at Electro-Optics Division

- 18 year SIG SAUER veteran;
- It looks like he's playing a guitar, and loves Blues music...



Noticeable **Alumni**



- [Allen McCormick](#) who had served for a year (till Apr. 2018) as the company **Marketing Manager**.
- In Apr. 2019 he joined [FN America](#) as the company **Marketing Manager**.



Major **Contracts**

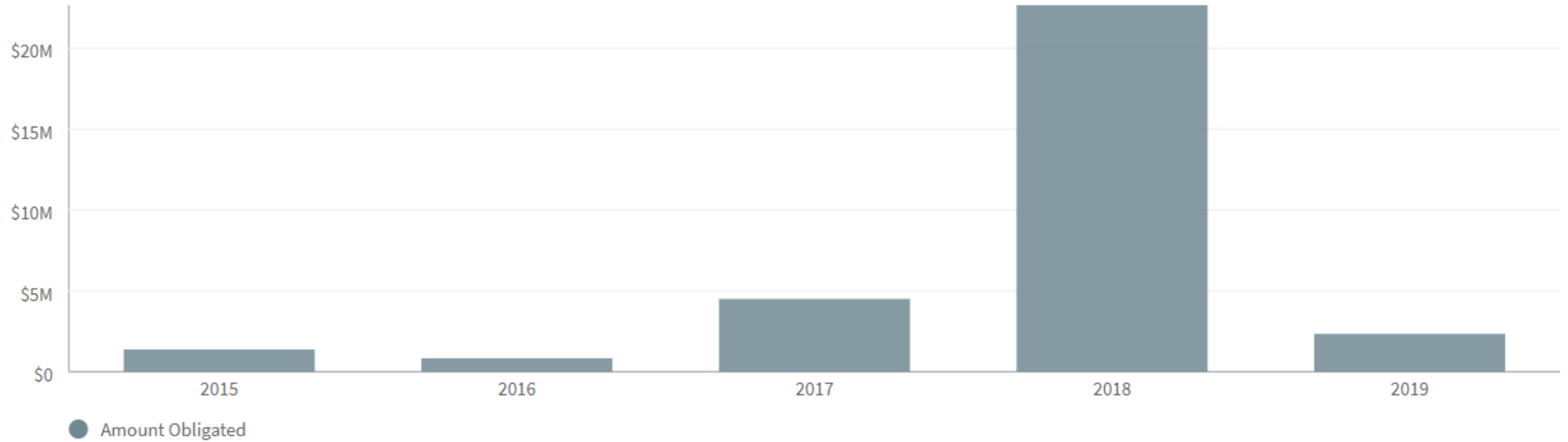
2017 | US Army Awards SIG Sauer Inc. a **\$580.2M Contract** for **492,000 Units** of the SIG Sauer P320

Contract Overview

- On January 19, 2017, [it was announced](#) that SIG Sauer has won a year-long selection process for a new generation of **pistols** for the **US armed forces** with the model [SIG Sauer P320](#);
- SIG Sauer Inc., Newington, New Hampshire, was awarded **up to \$580,217,000** for a firm-fixed-price contract for the Modular Handgun System including handgun, accessories and ammunition **to replace the M9 handguns arsenal.**
- In total, the order alone for the US Army comprises about 280,000 pieces and another 212,000 pieces for the other forces, with an estimated completion date of **Jan. 19, 2027.**
- **Bids** were solicited via the Internet with **nine received..** Army Contracting Command, Picatinny Arsenal, New Jersey, is the contracting activity (**W15QKN-17-D-0016**).



2015-2019 USA Contract Awards



SIG Sauer Competitors



Major Gov. Customers:
US Army, DLA (~\$290M total amount)



Major Gov. Customer:
US Navy (~\$42.9M total amount)



Major Gov. Customers:
US Navy, DLA (~\$11M total amount)



Major Gov. Customers:
CBP, US Army (~16.4M total amount)



Major Gov. Customer:
US Navy (~\$1M total amount)