



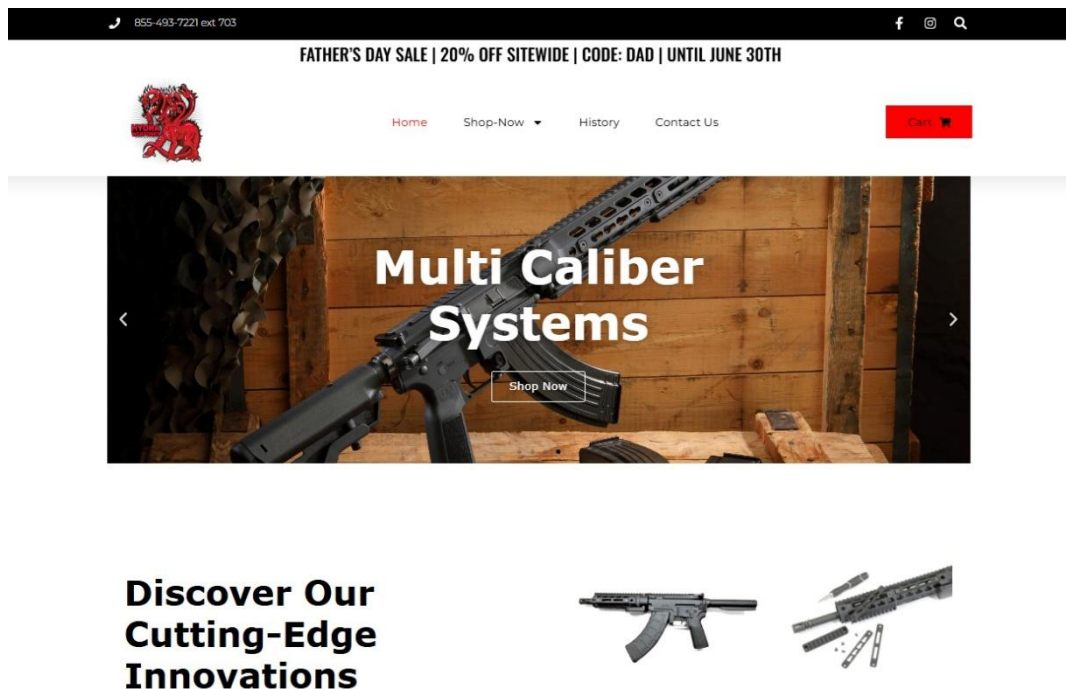
Hydra Weaponry
80 Carey Dr.
Hampden, ME 04444
www.hydraweaponry.com
admin@hydraweaponry.com
P: 855-493-7221

PR Contact:
Laura Burgess Marketing
ashley@lauraburgess.com
P: 603-438-9052

FOR IMMEDIATE RELEASE

Hydra Weaponry Launches Upgraded Website

HydraWeaponry.com gets an upgrade for a fast, easy shopping experience.



Hampden, Maine (July 2025) – Hydra Weaponry, Maine’s largest firearms employer, designer, and manufacturer of the truly modular Hydra® Weapon System, announces HydraWeaponry.com is mission-ready with upgraded functionality for a more positive shopping experience.

“The Hydra website is one of our most important marketing tools, and it finally got the attention and updating it needed to provide our customers with a seamless online experience,” Mack Gwinn III, CEO of Hydra Weaponry, explained.

The reorganized site allows customers to quickly search and find the specific Hydra family model under the Shop-Now Tab. The weapons selection is highlighted by product categories: the [Hydra 15](#), the world’s most modular weapon system; the [Hydra 10](#), a big brother to the Hydra 15 offering modularity

for big caliber enthusiasts; and the latest release, [the BMP 23](#), the modern version of the classic and iconic Bushmaster Pistol that first appeared in the late 1970's and went on to revolutionize modern sporting pistols and rifles.

Within each Hydra model, customers can drill down to locate desired additions, including barrels, uppers, lowers, as well as parts and accessories.

One of the most extensive upgrades is to the Hydra shopping cart platform. Upon choosing a firearm, the customer is led through the purchasing procedure, filling out all required contact information. Next, the customer can search online for a local firearms dealer to complete the transfer process legally and easily. Complete the purchase with a credit card, and the new firearm is quickly on its way to the dealer of choice. No more is the burden of obtaining an FFL on the customer!

New features will be added to the site over the next few months to further enhance the customer's experience, including news and editorial coverage. [Sign up for the Hydra Weaponry email newsletter](#) to be the first to know about new products and promotional information. For behind-the-scenes updates, be sure to follow Hydra Weaponry on [Facebook](#), [Instagram](#), and [X \(formerly Twitter\)](#).

About Hydra Weaponry:

Headquartered in Maine, [Hydra Weaponry](#) has 50 years of firearms innovation in its DNA. Starting with the development of the Bushmaster pistol, rifle, and submachine gun, the Gwinn family has set a high standard of designing innovative firearm platforms built around the actual needs of tactical operators, often fighting in extreme conditions and environments. The Hydra-15 Modular Weapons System is the ultimate modular platform that designer Mack Gwinn, Jr. created to meet the criteria of modularity, durability, consistent performance, accuracy, and affordable. Hydra Weaponry is the future of small arms.