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FOR IMMEDIATE RELEASE

Big Horn Armory (BHA) Expands AR500 NEXT GEN Platform with Three New Cerakote® Finish Options

Desert Sand, OD Green, and Burnt Bronze Cerakote® finishes now available on the world's most powerful semi-automatic AR platform.



Cody, Wyo. (April 2026) – [Big Horn Armory \(BHA\)](http://www.bighornarmory.com), makers of big-bore firearms, today announced three new Cerakote® finish options for its [AR500 NEXT GEN platform](http://www.bighornarmory.com): Desert Sand, OD Green, and Burnt Bronze. Available now across the full AR500 NEXT GEN lineup, including the Rifle, Pistol, and complete Upper assemblies, these new finishes give shooters expanded options to personalize the most powerful semi-automatic AR platform on the market.

The AR500 NEXT GEN platform is chambered in .500 Auto Max, a rimless cartridge derived from the .500 S&W Magnum that delivers exceptional energy and stopping power. Built around a familiar AR-style architecture, the platform combines the handling and accessory compatibility shooters already know with the immense capability of a big-bore cartridge. Whether configured as a rifle, pistol, or a

conversion upper for existing AR10 lowers, the AR500 NEXT GEN is purpose-built for hunters, sportsmen, and professionals demanding unmatched performance at close to medium range.

The three new Cerakote finishes are designed to meet the demands of diverse environments and shooter preferences. Desert Sand offers a light, field-ready tone well-suited for arid terrain and open-country hunting. OD Green provides a classic tactical appearance long favored by hunters and professionals operating in woodland or mixed environments. Burnt Bronze delivers a distinctive, premium finish that accentuates the rifle's modern design and sets it apart from standard offerings. All three finishes provide the durable, corrosion-resistant protection Cerakote is known for in the field and on the range.

"The AR500 NEXT GEN is already the most powerful semi-automatic rifle on the market, and we've always believed that performance should come with the ability to make it your own," said Greg Buchel, Owner of Big Horn Armory. "Desert Sand, OD Green, and Burnt Bronze give shooters the ability to match their rifle to their environment and their style, without compromising any of the reliability and power the AR500 NEXT GEN platform is built on. We're excited to offer these options and continue expanding what's possible with big-bore semi-automatic performance."

The AR500 NEXT GEN Rifle and Pistol are each priced at \$2,399.00, while the complete Upper assemblies, available in both rifle and pistol configurations, are priced at \$1,200.00. All models with the new Cerakote finish options are available now at www.bighornarmory.com and through authorized dealers nationwide.

For more on Big Horn Armory, visit www.bighornarmory.com or any of their social media platforms: [Facebook](#), [Instagram](#), [YouTube](#), [LinkedIn](#), or [X](#).

About Big Horn Armory:

Big Horn Armory was founded in 2008 with the expressed intention of designing a Browning-type lever-action gun chambered in 500 Smith & Wesson Magnum. The Big Horn Armory Model 89, made in America, closely follows the work of John Browning with refinements courtesy of modern metallurgy and machining capabilities. The first rifles began shipping in September of 2012, and since then, BHA has added to its big bore lineup with a Model 90 Carbine in 460 S&W, the Model 90A in 454 Casull, the Model 90B in .45 Colt, the Model 89A in 500 Linebaugh, and the Model 89B in .475 Linebaugh. In 2017, Big Horn Armory took a departure from its lever-action series and developed the AR500 Auto Max, the most powerful short-range, semi-automatic based on an AR .308 platform. www.bighornarmory.com