



The U.S. Army Marksmanship Unit (USAMU) was established in 1956 under the direction of President Eisenhower, with an intended purpose of improving marksmanship within the U.S. Army and to project military marksmanship prowess globally by beating the Russians in a form of soft competition during the emerging Cold War.

Today, the USAMU supports Army accessions and enhances lethality to enable the Army to win on a complex, competitive battlefield. On order, USAMU provides augmentation to overseas contingency operations.

USAMU was realigned under USAREC in 2019 to increase support to the Army's Accessions Enterprise by employing Soldier-Marksman, such as reigning Olympians and national champions, and having them serve as ambassadors who engage with the American public, market the Army as the service of choice, and assist local recruiting NCOs with lead generation.

The unit is also recognized throughout the Department of Defense as the premier marksmanship unit within DoD and supports a broad customer base beyond USAREC. USAMU trains thousands of servicemembers annually through delivery of tailorable marksmanship training programs that frequently achieve 40-50 percent increases in Soldier capability.

Technical support is also provided to Army Futures Command, Cross Functional Team-Lethality, U.S. Army Development Command and various other entities, through research and development activities, that advance small arms and munitions programs.

