



FOR IMMEDIATE RELEASE

Speer Launches eCommerce to Sell Gold Dot and Reloading Components Online

LEWISTON, Idaho – December 19, 2018 – Speer is pleased to announce the launch of ecommerce capability on speer-ammo.com. For the first time ever, customers can buy Gold Dot ammunition, component bullets and more direct from Speer. The new service started in November and has received great praise from shooters, hunters and reloaders nationwide.

“This is a place where our customers can buy specialized Speer products, such as 44 Special, 327 Federal Magnum and 32 Auto, that many retailers tend not to carry consistently” said Speer Senior Marketing Director Jason Nash. “For fans of Speer and its law enforcement leading Gold Dot technology, there is now another way to find their favorite product.”

Site visitors will also see Speer’s hot new 10mm Auto 200-grain Gold Dot. This powerful load’s 1100 fps muzzle velocity delivers the full capability of the cartridge.

Speer’s online shopping cart features free shipping on orders of \$50 or more shipped to a single U.S. address (before promotions, discounts and taxes are applied). All orders are shipped UPS Ground. Delivery times vary, but most orders will be shipped within 10 working days. For full details, visit <https://www.speer-ammo.com/support/orders>.

Customers can also read and write product reviews. Speer hats and the Handloading Manual No. 15 are also available for purchase in the [merchandise](#) section.

Speer’s robust website offers a wealth of information on the brand’s proven lineup of loaded ammunition and component bullets, all in a user-friendly format optimized for easy navigation with any device. Sections geared to reloading, protection and training, and law enforcement further speed the search for load data, performance specifications and more. The site lets visitors search by product number or filter by usage, caliber and bullet style. This allows quick access to comprehensive details on each of Speer’s hundreds of SKUs, including its legendary lineup of Gold Dot ammunition, the No. 1 choice of law enforcement.

For more information on Speer, go to www.speer-ammo.com.

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About Speer

Headquartered in Lewiston, Idaho, the brand has a long-standing reputation for making the world's finest bullets and in 1996 became one of the first U.S. ammunition manufacturers to achieve ISO 9001 certification for quality. The company manufactures a variety of bullets and cartridges for law enforcement, reloading and sporting applications. Speer is part of Vista Outdoor Inc., an outdoor sports and recreation corporation. For news and information on Vista Outdoor Inc., visit

www.vistaoutdoor.com.

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