



FOR IMMEDIATE RELEASE

Speer's New 10mm Auto Personal Defense Load Delivers Power and Performance

LEWISTON, Idaho – August 15, 2018 – Speer Ammunition is pleased to announce its new 10mm Auto 200-grain load. Speer Gold Dot ammunition's reliability has made it the No. 1 choice for law enforcement. The brand offers the same performance for self-defense with the addition of a powerful 10mm Auto load that takes advantage of the cartridge's capability. Shipments of this ammunition are being delivered to dealers now.

While most 10mm Auto offerings produce ballistics similar to those of 40 S&W, Gold Dot's 200-grain bullet is loaded for optimal performance from the cartridge. Like all Gold Dot loads, its bullet is built using Speer's exclusive Uni-Cor method. The jacket is bonded to the core one molecule at a time, virtually eliminating core-jacket separation and creating a precision hollow point that is accurate, tough and unbelievably consistent through all common barriers.

Features & Benefits

- New power-packed 10mm Auto load
- Consistent penetration and expansion through common barriers
- Extremely uniform jacket maximizes accuracy
- Gold Dot technology virtually eliminates core-jacket separation
- Nickel-plated brass
- Reliable, sensitive CCI primer

Part No. / Description / MSRP

54000 / Gold Dot Personal Protection, 10mm Auto, 200 grain / \$34.95

Speer is a brand of Vista Outdoor Inc., an outdoor sports and recreation company. For more information on Speer Ammunition, go to <http://www.speer-ammo.com/>.

Contact: JJ Reich

Senior Communications Manager

Firearms and Ammunition

E-mail: pressroom@vistaoutdoor.com

About Vista Outdoor

Vista Outdoor is a leading global designer, manufacturer and marketer of consumer products in the growing outdoor sports and recreation markets. The company operates in two segments, Shooting Sports and Outdoor Products, and has a portfolio of well-recognized brands that provides consumers with a wide range of performance-driven, high-quality and innovative products for individual outdoor recreational pursuits. Vista Outdoor products are sold at leading retailers and distributors across North America and worldwide. Vista Outdoor is headquartered in Utah and has manufacturing operations and facilities in 13 U.S. States, Canada, Mexico and Puerto Rico along with international customer service, sales and sourcing operations in Asia, Australia, Canada, and Europe. For news and information, visit www.vistaoutdoor.com or follow us on Twitter @VistaOutdoorInc and Facebook at www.facebook.com/vistaoutdoor.

###