



FOR IMMEDIATE RELEASE

Federal Ammunition Introduces New Hydra-Shok Deep 380 Auto

ANOKA, Minnesota – July 9, 2020 – Federal Premium Hydra-Shok Deep's bullet design brings the 380 Auto cartridge to all-new heights—or in this case, depths. This new micro-handgun ammunition offering is the first expanding 380 Auto load to consistently penetrate beyond the FBI-recommended 12-inch minimum in bare gel and through heavy clothing. Shipments of this product have begun to arrive at dealers.

"FBI protocol for handgun ammunition testing includes a series of rigorous scenarios. Bullets are shot through materials such as 10-percent ordinance gelatin, laminated automotive safety glass, plywood, wallboard and heavy clothing specified by the FBI," said Federal Handgun Ammunition Product Manager Chris Laack. "While our larger caliber ammunition is designed to meet and exceed these requirements, the smaller 380 Auto is designed to offer the best possible blend of performance in a compact handgun platform."

Testing done by Federal ammunition engineers in their Anoka, Minnesota facilities showed typical results of 13 to 13 ½ inches of penetration in bare gel and 13 ¼ to 14 inches through heavy clothing. Test gun barrel lengths were from common, compact handguns ranging from 2 ¾ to 3 ½ inches. The bullet and load are also fine-tuned to ensure delivery of consistent performance across all handgun platforms, including ones with longer barrels, to stay within that 13- to 14-inch goal range.

"It's a completely new bullet design. We didn't just take a 45 ACP, 40 S&W or 9mm Hydra-Shok Deep bullet and make it smaller," said Laack. "During development, engineers looked at several design elements such as bullet weight, jacket, skiving, profile, and hollow point design elements to determine what modifications were necessary for the 380 Auto."

Hydra-Shok Deep 380 scores a blistering 1,000 feet per second at the muzzle and delivers full expansion in both the bare gel and heavy clothing tests when shot from a variety of common compact handguns.

Features

- First expanding 380 Auto to consistently penetrate beyond FBI-recommended 12-inch minimum in bare gel and through heavy clothing
- Improved penetration through common barriers

- Iconic center post design has been improved for better, more consistent expansion through standard barriers
- Consistent, specially formulated propellant
- Extremely reliable Federal primer with sealant

<https://www.federalpremium.com/handgun/premium-personal-defense/personal-defense-hydra-shok-deep/11-P380HSD1.html>

Part No. / Description / MSRP

P380HSD1 / 380 Auto Hydra-Shok Deep, 99-grain, 1000 fps, 20-count / \$25.99

Federal ammunition can be found at dealers nationwide or purchased online direct from Federal. For more information on all products from Federal or to shop online, visit www.federalpremium.com.

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About Federal Ammunition

Federal, headquartered in Anoka, MN, is a brand of Vista Outdoor Inc., an outdoor sports and recreation company. From humble beginnings nestled among the lakes and woods of Minnesota, Federal Ammunition has evolved into one of the world's largest producers of sporting ammunition. Beginning in 1922, founding president, Charles L. Horn, paved the way for our success. Today, Federal carries on Horn's vision for quality products and service with the next generation of outdoorsmen and women. We maintain our position as experts in the science of ammunition production. Every day we manufacture products to enhance our customers' shooting experience while partnering with the conservation organizations that protect and support our outdoor heritage. We offer thousands of options in our Federal Premium and Federal® lines-it's what makes us the most complete ammunition company in the business and provides our customers with a choice no matter their pursuit.