



FOR IMMEDIATE RELEASE

Speer to Introduce Nine New Products at the 2020 SHOT Show

LEWISTON, Idaho – January 7, 2020 – Speer is introducing several new, high-performance products at the 2020 SHOT Show (Booth No. 14551), January 21-24 at the Sands Expo Center in Las Vegas, Nevada. Attendees who stop by Speer's booth will get a first look at the all-new Gold Dot Carry Gun, Gold Dot 5.7x28mm, and Gold Dot Rifle Personal Protection ammunition.

"We are very excited to launch nine outstanding products from Speer in 2020, said Speer Product Director Mike Holm. "Options include the industry's first 5.7x28mm round designed specifically for self-defense, a Gold Dot handgun product line optimized for compact carry pistols, and new self-defense rifle loads optimized for peak FBI protocol performance through barrels shorter than 16 inches. All this new ammunition is sure to grab the attention and exceed the expectations of all self-defenders seeking options for these types of firearms."

Speer has broken new ground with an all-new Gold Dot® load—the first 5.7x28mm round specifically designed for self-defense. Like all Gold Dot ammunition, the bullet is built using Speer's exclusive Uni-Cor method. The jacket is bonded to the core one atom at a time, virtually eliminating core-jacket separation and creating a projectile that's accurate, tough and consistent through all common barriers. High-quality brass, reliable primers and specially formulated propellant produce optimal feeding and ballistics in 5.7x28mm firearms.

Designed specifically for compact pistols, Speer has built upon the law-enforcement proven Gold Dot G2 bullet, optimizing the design and loading to provide superior feeding, ballistics and terminal performance through compact concealed handguns. Gold Dot Carry Gun features several exclusive bullet design features, the result is extremely uniform expansion, better separation of the petals, and more consistent penetration across barrier types. Available in 9mm Luger 135-grain, 40 S&W 165-grain and 45 Auto +P 200-grain.

New Gold Dot Short Barrel rifle is engineered to provide industry-leading performance in FBI protocol testing through barrels less than 16 inches long. Its bullets are built using Speer's exclusive Uni-Cor® method. The jacket is bonded to the core one atom at a time, virtually eliminating core-jacket separation and creating a projectile that's accurate, tough and consistent through all common barriers. Available in three options for 223 Rem. plus 308 Win. and 300 BLK.

Speer has been a trusted name in ammunition business for more than 75 years. The iconic manufacturer's reputation for making the world's finest component bullets and loaded cartridges goes all the way back to 1943. Speer is proud of its longstanding success and looks forward to a bright future ahead.

New products and much more from Speer can be viewed at booth 14551 during the 2020 SHOT Show. For more information on Speer, go to www.speer-ammo.com.

Contact: JJ Reich

Senior Manager – Press Relations

E-mail: VistaPressroom@VistaOutdoor.com

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.