



FOR IMMEDIATE RELEASE

Speer Ammunition Will Showcase New Products at the 2023 NRA Annual Meetings & Exhibits

LEWISTON, Idaho – April 10, 2023 – Speer Ammunition will show new products at the 2023 NRA Annual Meetings & Exhibits, held at the Indiana Convention Center, on April 14-16, 2023 in Indianapolis, Indiana. Attendees are encouraged to visit booth 5355 to see all of Federal's new products for 2023, which includes the new Speer Gold Dot Carbine.

“With the popularity of PCC and the continuing high pace of new 9mm carbine introductions in market, we thought it would be worth looking into what was possible for optimizing a defensive load,” said Speer’s Centerfire Handgun Product Line Manager, Chris Laack. “We found in evaluating a huge selection of our existing designs, as well as others available in market, certain bullet technologies and design features stood out in performance through carbines.”

New Speer Gold Dot Carbine produces ideal velocities through carbine-length barrels and cycles flawlessly. The G2-style, elastomer-filled bullet nose is tuned to produce extremely effective penetration and expansion through common barriers. It is available in one 135 grain 9mm Luger load.

“While it is impossible to cover every carbine and magazine combination, we optimized function for as many as possible. We did a deep dive on accuracy, velocity, and terminal performance through different barrel lengths. The goal was to have a bullet that provided enhanced accuracy and terminal performance from a carbine at slightly longer distances—out to one hundred yards—but also worked well up close,” continued Laack. “Knowing that people would also likely have a 9mm handgun, and it being common for carbines to share magazines with these handguns, we also made sure performance could be relied on through full size handguns. The final product is a hybrid of different Speer Gold Dot technologies that is really going to work great for people looking to have a 9mm carbine for personal defense.”

Speer Gold Dot has set an industry benchmark for both self-defense and duty use, earning the trust of consumers and law enforcement world-wide. Speer ammunition can be found at dealers nationwide. For more information on all products from Speer or to shop online, visit www.speer.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.