



FOR IMMEDIATE RELEASE

NRA *Shooting Illustrated* Magazine Names Speer's Gold Dot Carbine as a 2024 "Product of the Year" Golden Bullseye Award Winner

ANOKA, Minnesota – January 5, 2024 – The National Rifle Association's (NRA) *Shooting Illustrated* magazine selected Speer's Gold Dot for PCCs to receive its Golden Bullseye Award for 2024 Ammunition Product of the Year. Speer's Gold Dot Carbine will be recognized with the product award during a special breakfast on Friday, May 17, 2024 at the NRA Annual Meetings & Exhibits in Dallas, Texas.

Now in their 22nd year, the NRA Publications Golden Bullseye Awards acknowledge the finest products available in the shooting sports. The winners are selected by a seven-member committee consisting of editors, graphic designers, and veteran NRA Publications staff, representing more than a century of collective experience in the shooting and hunting industry.

"Because of a surge in popularity of pistol-caliber carbines (PCC), and an end user desire to use them for personal protection, we created this new load," said Nick Sachse, Speer Ammunition's Director of Handgun Product Management. "For it, we updated our Gold Dot G2-style bullet so that it achieves optimized terminal performance, accuracy, and function in carbine platforms. We've also made sure it's still a capable load in full-size handguns, to allow for flexibility in use."

The Gold Dot's construction and Uni-core bonding creates a very robust bullet that performs well at the higher velocities that come from carbine-length rifle barrels. The Speer Gold Dot G2-style, elastomer filled bullet nose is tuned to produce extremely effective penetration and expansion through common barriers. As a result, Gold Dot Carbine produces ideal velocities through carbine-length barrels and cycles flawlessly.

"We are extremely proud of this award. We are pleased that the editors at NRA's *Shooting Illustrated* found this load exceeded their evaluation expectations for function, reliability, innovation in design, and is a true value to the firearm owner," continued Sachse. "A sincere congratulations goes out to all our employees whose tireless efforts helped launch the new Gold Dot Carbine load."

Speer Ammunition can be found at dealers nationwide. For more information on all products, visit www.speer.com.

Press Release 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.