



FOR IMMEDIATE RELEASE

Speer's Gold Dot Carbine Received NRA *Shooting Illustrated's* 2024 Product of the Year Golden Bullseye Award

LEWISTON, Idaho – May 17, 2024 – The National Rifle Association's (NRA) *Shooting Illustrated* magazine presented Speer's Gold Dot Carbine with its Golden Bullseye Award for 2024 Ammunition Product of the Year. Company representatives at Speer Ammunition received this award during a special reception at the 153rd NRA Annual Meetings & Exhibits, held at the Kay Bailey Hutchison Convention Center, on Friday, May 17, 2024, in Dallas, Texas.

"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 create 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.

The 2024 NRA Annual Meetings & Exhibits showcased over 14 acres of the latest guns and gear throughout the weekend event. Learn more at: www.nraam.org.

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

Pictured: Craig Peterson, Research & Development Manager.

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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 Ammunition is part of The Kinetic Group.