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G O L D D O T • L A W M A N • A M M U N I T I O N • 2 0 0 6



speer[™]



Our New Look

In 2005, Speer® set out to examine how we could better serve you with our packaging. The designs you will see on these pages are the result of targeted focus groups and public opinion tests completed by people just like you; those who want the highest quality centerfire ammunition available. Like our ammunition and your expectations, the new packaging is straight forward and to the point. We hope you like the new look of these high technology products.

Our Ammunition

Speer Gold Dot® Ammunition continues its dominance in the law enforcement community. Its proven reliability for tough jobs has made it the #1 duty ammunition on the market today. To put it simply—it's the best. We're reintroducing this fine ammunition in three user-friendly categories: Speer Gold Dot Personal Protection, Speer Gold Dot Short Barrel Personal Protection and Speer Gold Dot Handgun Hunting. Speer also continues its line of training ammunition with Lawman® and Lawman Clean-Fire® ammunition. For Gold Dot-like ballistics and serious training, Lawman remains the best choice. Whatever category fits you, we've got the best choice for your needs.



In 1996, CCI/SPEER became the first U.S. ammunition manufacturer to achieve ISO 9001 certification for quality. All engineering, manufacturing, marketing, quality assurance and service functions continue to routinely undergo ISO audits to maintain this high level of quality accreditation.

This distinction means all CCI/SPEER manufacturing processes and procedures continue to meet ISO standards of QUALITY.



WELCOME TO THE NEW LOOK OF SPEER®
COMING SUMMER 2006

Gold Dot® Personal Protection Ammunition

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THE NEW FACE OF GOLD DOT®
PERSONAL PROTECTION AMMUNITION

Gold Dot Reliability for Your Personal Protection Needs

TRUST. It's something that's earned. Gold Dot high performance handgun ammunition has earned the trust of thousands of law enforcement officers across America and around the world.



You, too, can count on Gold Dot's superb performance, accuracy, and reliability with our Personal Protection line. Whether you need the best for concealed carry, home protection, or target shooting, Gold Dot delivers—round after round.

Gold Dot was the first high-performance handgun ammunition to be loaded with true, bonded-core bullets. Using our exclusive Uni-Cor® process, we bond the jacket to the core one molecule at a time. This virtually eliminates core-jacket separation, the leading cause of handgun bullet failures and often inherent in the design of conventional bullets. Our bonding happens at the beginning of the bullet making process, exactly where it should.

We form the hollow point cavity in two stages. The first establishes how far the bullet can expand; the second controls the rate of expansion. This patented* two-step cavity formation gives Speer engineers incredible control in the design process. Each bullet caliber and weight is tuned for optimum expansion and penetration.

The bullet is finished to provide a smooth profile for reliable feeding in semi-auto handguns.

Gold Dot is assembled in quality brass cases, nickel-plated for smooth feeding and protection from corrosion. For sure-fire ignition under real-world conditions, we use famous CCI® primers. Then we load select, low-flash propellants matched to the performance needs of each cartridge. We put a lot of thought into each Gold Dot cartridge so you don't have to.

Accept nothing less than peak performance from your ammunition—**find new Speer Gold Dot Personal Protection.**

*Reg. US Pat. Off. No. 5,079,814 and applicable foreign patents



UNI-COR® BONDED GOLD-DOT® CONSTRUCTION

We take hours to make a Gold Dot bullet for the split-second you need it. Our exclusive manufacturing processes give us the flexibility to match bullet design to cartridge performance. Below is a brief overview of a few of the many operations that make every Gold Dot bullet—*Best in Class*.



1

The Speer Gold Dot bullet begins with an alloyed lead core.



2

Uni-Cor technology bonds an incredibly uniform jacket to the core—one molecule at a time.



3

First stage of patented* two-stage hollow point process creates memory lines that expansion can follow.



4

Second forming stage finishes the cavity to match bullet weight and velocity, produces a smooth leading edge for reliable feeding, and a uniform heel for superb accuracy.



Bullet and case are assembled using top-quality nickel-plated brass cases, clean-burning, low-flash propellants, and famous and reliable CCI® primers.

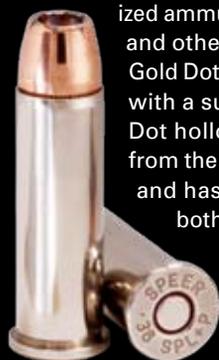


THE NEW FACE OF GOLD DOT®
SHORT BARREL PERSONAL PROTECTION AMMUNITION

Creating a New Category of Specialized Ammunition

If you pack a snub-nosed revolver or a compact semi-auto, that short barrel has made your ammunition choice tough. Short barrels once meant less velocity and less reliable expansion. Until now.

Speer has created a new category of specialized ammunition for concealed-carry licensees and others who rely on compact handguns. Gold Dot Short Barrel was introduced in 2004 with a superb 38 Special +P 135 grain Gold Dot hollow point offering. It was designed from the ground up to work in 2-inch barrels, and has been phenomenally successful in both the law enforcement and consumer markets. We redesigned select Gold Dot bullets to make the cavity larger for reliable expansion at the reduced velocities common to short-barreled handguns. Our



Short Barrel loads provide less "kick" to keep you on target when wielding sharp snapping .357 and .44 Magnum revolvers. And if a semi-auto is your gun of choice, our offerings are ideal for expansion in barrels as short as three inches.



In addition to finely-honed performance in compact firearms, Gold Dot Short Barrel delivers all the other great Gold Dot attributes; you get accuracy, bonded-core bullets, and the attention to detail that has made Gold Dot the ammunition of choice for law enforcement professionals and gun owners. Look for this unique offering in our new Personal Protection line: available in 9mm +P, 38 Special +P, 357 Magnum, 40 S&W, 44 Magnum and 45 Auto.

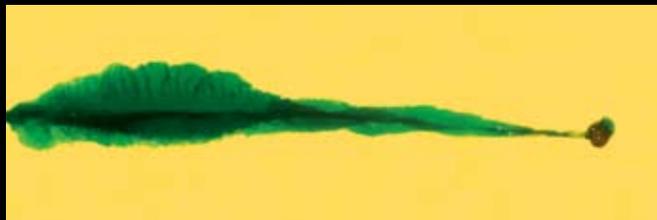




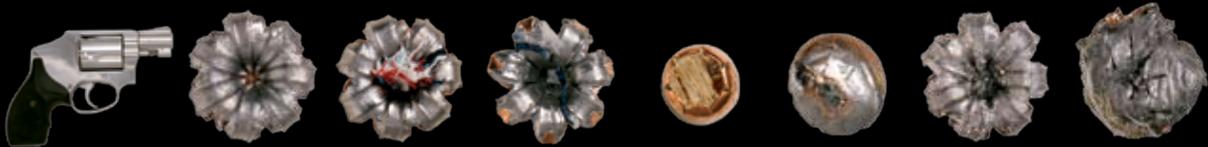
TESTED. PROVEN. TRUSTED. GOLD DOT.

PERFORMANCE YOU CAN COUNT ON. EVERY TIME. Why? Because we make sure that your Gold Dot® ammunition will excel in the stringent handgun ammunition tests developed by the Federal Bureau of Investigation for service-class* handgun cartridges. These tests evaluate total penetration, expansion, and retained weight in bare gelatin, and gelatin shielded by common barriers, to find out if the cartridge produces the tactical penetration required. Look at the table below for an example of Gold Dot results. The load is the 38 Special +P Short Barrel Gold Dot fired from a 2-inch revolver, a real challenge for other bullet types. Those numbers tell you this is an outstanding performer, as are all our Gold Dot products.

**38 SPECIAL +P 135 GRAIN
GOLD DOT SHORT
BARREL HOLLOW POINT
EXCELS THROUGH FBI
PROTOCOL TESTS.**



Outstanding Gold Dot performance! Here, Gold Dot shows optimum penetration and expansion through bare gelatin.



Test Event	Bare Gelatin*	Heavy Clothing*	IWBA Heavy Clothing	Plywood*	Steel*	Wallboard*	Auto Glass*
Velocity in fps	865	870	871	844	866	885	838
Penetration	11"	11"	13"	12"	12"	10"	11"
Expansion	.576" Dia.	.577" Dia.	.554" Dia.	.357" Dia.	.455" Dia.	.549" Dia.	.556" Dia.
Retained Weight	100%	100%	100%	99%	98%	100%	97%

*FBI Test Events—The 38 Spl +P 135 Grain GDHP is just one of our top performers. For more information on Gold Dot's other exceptional loads, please visit our website.



THE NEW FACE OF LAWMAN® & LAWMAN® CLEAN-FIRE®
TRAINING AMMUNITION



Lawman—Quality and Performance for Training

Speer® brought sport shooters and law enforcement the excellence of Lawman over 35 years ago. Back in 1968, the line included all our centerfire handgun ammunition, and quickly earned a reputation as a high-performance and reliable product.

Today, the evolution of the Speer ammunition lines has let us differentiate the ammunition by use. Lawman encompasses all our brass-case, general purpose ammunition. Bullets are either Speer TMJ® or conventional full metal jacket depending on the product. There are times you don't need a hollow point bullet, like when target shooting, training, or out for an afternoon of plinking. Lawman is right at home.

Lawman is attractively priced, and the cases are reloadable. We load clean-burning propellants and reliable CCI primers to complete the package. Many Lawman loads duplicate the velocities and bullet weights we load in Gold Dot so your practice is realistic. Lawman is made in calibers from 25 Auto through 45 Auto.

Shooters have trusted Lawman for over a third of a century. Today, it's earning the trust of new generations of shooters.



THE VISIBLE DIFFERENCE



Lawman® Clean-Fire® spent cases look almost unfired when compared to traditionally primed ammunition. The heavy metals have been removed, producing a clean burn.



Lawman Clean-Fire—The Indoor Training Solution

If air quality in indoor ranges concerns you, Speer® has the ammunition to set your mind at ease. Lawman® Clean-Fire® is loaded like regular Lawman except for the primer and bullet. The ignition power comes from our patented* Clean-Fire primer that contains no lead, barium, or antimony.

The bullets we load in Lawman Clean-Fire are Speer's TMJ. The lead core is completely and seamlessly encased in jacket material so powder gases can't burn lead off the bullet base. This design is superior to other makers'

"base cap" bullets where the caps can loosen, leaking lead and destroying accuracy.

Lawman Clean-Fire leaves the range air and your firearm cleaner. Fired cases don't show the usual soot coating you see in most regular ammunition. Velocities and bullet weights are the same as most Gold Dot products for realistic practice.

When you need to clear the air, reach for Lawman Clean-Fire, your training solution.

*—U.S. Pat. Off. Reg. No. 4,963,201



THE NEW FACE OF GOLD DOT®
HANDGUN HUNTING AMMUNITION



A Fresh Look for an Old Favorite

When you make the best handgun duty and personal protection ammunition, it's natural to apply that technical excellence to building ammunition for hunting big game with a handgun. We started with the foundation of the bonded-core handgun bullet that made regular Speer® Gold Dot so successful and enhanced it for success on medium to large game.



Gold Dot Hunting bullets are bonded with our Uni-Cor® process, but get heavier jackets for tough game. We choose weights that are optimum for larger animals so there is sufficient penetration. Then, we make sure the bullet style is appropriate to the task.

We make both hollow point and soft point bullet styles for hunting. Hollow points are generally used for lighter game; the soft points produce the deep penetration needed for the big ones.

Our soft points start as hollow points; in final forming we close the cavity to make a soft point. The "memory" of the hollow point is embedded in the lead core, so the bullet penetrates deeper before expansion begins along predefined lines in the jacket and core.



These bullets retain over 90 percent of their initial weight after expansion. They're accurate, too, for those longer shots. You have the confidence that your ammunition will do the job if you do your part.

Like regular Gold Dot, our hunting ammunition is loaded in nickel-plated brass cases and equipped with famous CCI® Magnum primers. Gold Dot Hunting ammunition is available for the 41 Magnum, 44 Magnum, 454 Casull, 480 Ruger, and 50 Action Express. Find your old favorite in our new redesigned Gold Dot packaging.



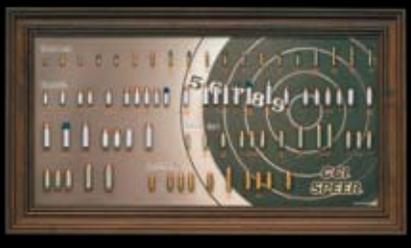
Caliber	Part #	Bullet		Test Barrel Length (in)	Velocity, ft/sec			Energy, ft-lbs			Trajectory (25 yd sight-in), inches*			
		Wt. (grs)	Type		Muzzle	50 yds	100 yds	Muzzle	50 yds	100 yds	25 yds	50 yds	75 yds	100 yds
SPEER® GOLD DOT® PERSONAL PROTECTION														
25 Auto	23602	35	GDHP	2	900	830	770	63	53	46	0	-2.0	-7.1	-15.7
32 Auto	23604	60	GDHP	4	960	894	840	123	107	94	0	-1.6	-5.9	-13.1
380 Auto	23606	90	GDHP	3.75	990	918	860	196	168	148	0	-1.5	-5.6	-12.4
9mm Luger	23614	115	GDHP	4	1225	1081	987	383	298	249	0	-0.8	-3.4	-8.0
	23618	124	GDHP	4	1150	1039	963	364	297	255	0	-0.9	-3.9	-9.0
	23619	147	GDHP	4	985	932	887	317	283	257	0	-1.5	-5.4	-12.1
9mm Luger +P	23617	124	GDHP	4	1220	1085	996	410	324	273	0	-0.8	-3.3	-8.0
357 SIG	23918	125	GDHP	4	1350	1184	1066	506	389	316	0	-0.5	-2.5	-6.2
38 Special +P	23720	125	GDHP	4V	945	891	845	248	220	198	0	-1.7	-6.1	-16.4
357 Magnum	23920	125	GDHP	4V	1450	1261	1118	583	441	347	0	-0.3	-2.0	-5.2
	23960	158	GDHP	4V	1235	1119	1036	535	439	376	0	-0.7	-3.1	-7.4
40 S&W	23961	155	GDHP	4	1200	1063	974	496	389	326	0	-0.8	-3.7	-8.4
	23970	165	GDHP	4	1150	1042	967	484	398	342	0	-0.9	-3.9	-9.0
	23962	180	GDHP	4	1025	956	902	420	365	325	0	-1.3	-5.0	-11.3
44 Special	23980	200	GDHP	8.15	920	872	829	376	337	305	0	-1.7	-6.3	-14.0
45 G.A.P	23977	185	GDHP	5	1090	982	906	488	396	337	0	-1.2	-4.6	-10.4
	23978	200	GDHP	5	1020	950	895	462	401	356	0	-1.3	-5.1	-11.9
45 Auto	23964	185	GDHP	5	1050	956	886	453	375	322	0	-1.3	-4.9	-11.2
	23966	230	GDHP	5	890	845	805	404	365	331	0	-1.9	-6.9	-15.1
45 Auto +P	23969	200	GDHP	5	1080	994	930	518	439	384	0	-1.1	-4.4	-10.1
45 Colt	23984	250	GDHP	7.25	875	837	803	425	389	358	0	-2.0	-7.1	-15.6
SPEER® GOLD DOT® SHORT BARREL PERSONAL PROTECTION														
9mm Luger +P	23611	124	GDHP	3.5	1150	1039	963	364	297	255	0	-0.9	-3.9	-9.0
38 Special +P	23921	135	GDHP	2V	860	818	781	222	201	183	0	-2.2	-7.5	-16.3
357 Magnum	23917	135	GDHP	2V	1000	936	884	300	263	234	0	-1.4	-5.3	-11.8
40 S&W	23974	180	GDHP	3.5	950	896	851	361	321	289	0	-1.6	-6.0	-13.1
44 Magnum	23971	200	GDHP	4V	1075	994	933	513	439	386	0	-1.2	-4.5	-10.2
45 Auto	23975	230	GDHP	4	820	782	747	343	312	285	0	-2.5	-8.6	-18.3
SPEER® LAWMAN® TRAINING														
25 Auto	53607	50	TMJ	2	755	712	673	63	56	50	0	-3.1	-10.6	-22.6
32 Auto	53632	71	TMJ	4	950	883	827	142	123	108	0	-1.7	-6.1	-13.6
380 Auto	53608	95	TMJ	3.75	945	888	839	188	166	149	0	-1.7	-6.1	-13.5
9mm Luger	53615	115	FMJ	4	1200	1084	1003	368	300	257	0	-0.8	-3.4	-8.0
	53616	124	FMJ	4	1090	1014	955	327	283	251	0	-1.1	-4.3	-9.7
	53920	147	TMJ	4	985	938	898	317	287	263	0	-1.5	-5.5	-12.0
9mm Luger Clean-Fire®	53824	124	TMJ	4	1090	1014	955	327	283	251	0	-1.1	-4.3	-9.7
	53826	147	TMJ	4	985	938	898	317	287	263	0	-1.5	-5.5	-12.0
357 SIG	53919	125	TMJ	4	1350	1190	1074	506	393	320	0	-0.5	-2.5	-6.2
357 SIG Clean-Fire®	54232	125	TMJ	4	1350	1190	1074	506	393	320	0	-0.5	-2.5	-6.2
38 Special +P	53750	158	TMJ	4V	850	816	785	253	234	216	0	-2.2	-7.4	-16.4
38 Spl +P Clean-Fire®	53833	158	TMJ	4V	850	816	785	253	234	216	0	-2.2	-7.4	-16.4
40 S&W	53957	155	TMJ	4	1175	1049	965	475	378	320	0	-0.9	-3.7	-8.7
	53955	165	TMJ	4	1150	1040	964	484	396	30	0	-0.9	-3.9	-9.0
	53958	180	FMJ	4	1000	937	886	400	351	313	0	-1.4	-5.2	-11.8
40 S&W Clean-Fire®	53880	180	TMJ	4	1000	937	886	400	351	313	0	-1.4	-5.2	-11.8
45 G.A.P	53979	185	TMJ	5	1090	968	886	488	385	322	0	-1.2	-4.7	-10.7
	53980	200	TMJ	5	1020	930	861	462	384	329	0	-1.4	-5.3	-11.9
45 Auto	53654	185	TMJ	5	1050	943	867	453	365	308	0	-1.3	-5.1	-11.5
	53655	200	TMJ	5	975	897	864	422	357	309	0	-1.6	-5.9	-13.1
	53967	230	FMJ	5	830	794	760	352	322	295	0	-2.4	-8.2	-17.5
45 Auto Clean-Fire®	53885	230	TMJ	5	830	794	760	352	322	295	0	-2.4	-8.2	-17.5
SPEER® GOLD DOT® HANDGUN HUNTING														
41 Magnum	23996	210	GDHP	4V	1280	1162	1073	764	630	537	0.3	0	-1.9	-5.5
44 Magnum	23972	210	GDHP	6V	1450	1276	1140	980	759	606	0.1	0	-1.5	-4.4
	23973	240	GDHP	6V	1400	1253	1137	1044	837	689	0.2	0	-1.6	-4.6
	23958	270	GDSP	6V	1250	1144	1064	937	784	678	0.3	0	-2.0	-5.7
454 Casull	23990	300	GDHP	7.5V	1625	1489	1366	1759	1477	1243	0.0	0	-1.0	-3.0
480 Ruger	23988	275	GDHP	7.5V	1450	1284	1152	1284	1006	810	0.1	0	-1.5	-4.4
50 Action Express	23995	300	GDHP	6	1550	1361	1205	1600	1233	968	0.1	0	-1.2	-3.8
	3977	325	UCHP	6	1400	1249	1130	1414	1125	921	0.2	0	-1.6	-4.7

*Trajectory: bullet path relative to line-of-sight when sighted for 50 yards (sight height 0.9 inches). Test barrels are used to determine ballistic figures. Individual firearms may vary. These figures are approximate and are shown for reference. V = Vented test barrel simulating revolver performance.

CCI & SPEER Handgun/Rimfire Display Board

Now in one place—The CCI® and Speer® ammunition line presented in a handsome display board. It includes both rimfire and centerfire products mounted on a durable board and framed in dark wood. This is something no shooter should be without.

8055 CCI & Speer Handgun/Rimfire Display Board



Abbreviation Key

- FMJ Full Metal Jacket
- FN Flat Nose
- GD Gold Dot®
- HP Hollow Point
- L Lead
- J Jacketed
- SB™ Short Barrel
- SP Soft Point
- TMJ® Encapsulated Full Metal Jacket
- RN Round Nose
- UC Uni-Cor®