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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 7



speer[™]



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've put this outstanding line into 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.



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.

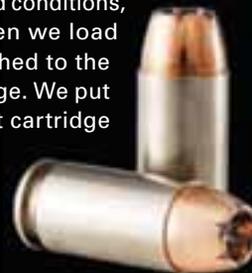
We form the hollow point cavity in two stages. The first establishes how far the bullet can expand; the second controls the rate of expansion. This patented* two-step cavity formation gives Speer engineers incredible control in the design process. Each bullet caliber and weight is tuned for optimum expansion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

*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

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.



Speer created Gold Dot® Short Barrel Personal Protection for concealed-carry licensees and others who rely on compact handguns. 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.

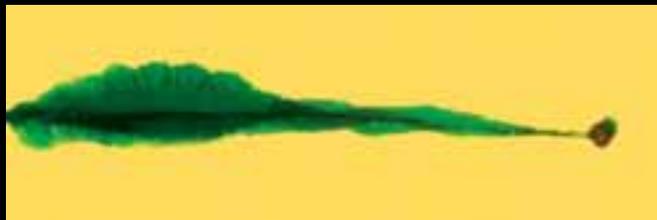




TESTED. PROVEN. TRUSTED. GOLD DOT.

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	54	46	0.0	-2.0	-7.2	-15.7
32 Auto	23604	60	GDHP	4	960	894	840	123	107	94	0.0	-1.6	-6.0	-13.2
380 Auto	23606	90	GDHP	3.75	990	907	842	196	164	142	0.0	-1.5	-5.7	-12.7
9mm Luger	23614	115	GDHP	4	1200	1065	976	368	289	243	0.0	-0.8	-3.5	-8.3
	23618	124	GDHP	4	1150	1039	963	364	297	255	0.0	-0.9	-3.9	-9.0
	23619	147	GDHP	4	985	932	887	317	284	257	0.0	-1.5	-5.5	-12.0
9mm Luger +P	23617	124	GDHP	4	1220	1085	996	410	324	273	0.0	-0.8	-3.3	-8.0
357 SIG	23918	125	GDHP	4	1375	1203	1079	525	402	323	0.0	-0.4	-2.3	-5.9
38 Special +P	23720	125	GDHP	4V	945	891	845	248	220	198	0.0	-1.7	-6.1	-13.4
357 Magnum	23920	125	GDHP	4V	1450	1261	1118	584	441	347	0.0	-0.3	-2.0	-5.2
	23960	158	GDHP	4V	1235	1119	1036	535	440	377	0.0	-0.7	-3.1	-7.4
	23961	155	GDHP	4	1200	1063	974	496	389	326	0.0	-0.8	-3.6	-8.4
40 S&W	23970	165	GDHP	4	1150	1042	967	484	398	342	0.0	-0.9	-3.9	-8.9
	23962	180	GDHP	4	1025	956	902	420	365	325	0.0	-1.3	-5.0	-11.2
	23980	200	GDHP	6	875	832	794	340	308	280	0.0	-2.1	-7.3	-15.8
45 G.A.P.	23978	200	GDHP	4	950	895	848	401	355	319	0.0	-1.7	-6.0	-13.3
45 Auto	23964	185	GDHP	5	1050	955	886	453	375	322	0.0	-1.3	-4.9	-11.1
	23966	230	GDHP	5	890	845	805	404	365	331	0.0	-2.0	-7.1	-15.3
	23969	200	GDHP	5	1080	994	930	518	439	384	0.0	-1.1	-4.5	-10.2
45 Colt	23984	250	GDHP	5.5	900	860	823	450	410	376	0.0	-1.9	-6.8	-14.7
SPEER® GOLD DOT® SHORT BARREL PERSONAL PROTECTION														
9mm Luger +P	23611	124	GDHP-SB	3.5	1150	1039	963	364	297	255	0.0	-0.9	-3.9	-9.0
38 Special +P	23921	135	GDHP-SB	2V	860	818	780	222	200	182	0.0	-2.2	-7.6	-16.4
357 Magnum	23917	135	GDHP-SB	2V	990	928	877	294	258	231	0.0	-1.5	-5.5	-12.1
40 S&W	23974	180	GDHP-SB	3.5	950	898	854	361	322	291	0.0	-1.7	-6.0	-13.2
44 Magnum	23971	200	GDHP-SB	4V	1075	994	933	513	439	387	0.0	-1.1	-4.5	-10.2
45 Auto	23975	230	GDHP-SB	4	820	783	749	343	313	287	0.0	-2.5	-8.5	-18.3
SPEER® LAWMAN® TRAINING														
25 Auto	53607	50	TMJ RN	2	760	717	677	64	57	51	0.0	-3.1	-10.4	-22.1
32 Auto	53632	71	TMJ RN	4	900	838	785	128	111	97	0.0	-2.0	-7.1	-15.4
380 Auto	53608	95	TMJ RN	3.75	950	892	843	190	168	150	0.0	-1.7	-6.0	-13.4
9mm Luger	53615	115	TMJ RN	4	1200	1098	1024	368	308	268	0.0	-0.8	-3.3	-7.8
	53616	124	TMJ RN	4	1090	1019	965	327	286	256	0.0	-1.1	-4.2	-9.6
	53620	147	TMJ FN	4	985	932	888	317	284	257	0.0	-1.5	-5.5	-12.0
38 Special +P	53750	158	TMJ FN	4V	900	861	826	284	260	240	0.0	-1.9	-6.8	-14.7
357 SIG	53919	125	TMJ FN	4	1350	1190	1074	506	393	320	0.0	-0.5	-2.5	-6.2
40 S&W	53957	155	TMJ FN	4	1200	1065	976	496	390	328	0.0	-0.8	-3.5	-8.3
	53955	165	TMJ FN	4	1150	1040	964	484	396	340	0.0	-0.9	-3.9	-9.0
	53958	180	TMJ FN	4	1000	937	885	400	351	313	0.0	-1.4	-5.3	-11.8
45 Glock A.P.	53979	185	TMJ FN	4	1060	950	872	462	370	312	0.0	-1.3	-5.0	-11.2
	53980	200	TMJ FN	4	990	908	843	435	366	316	0.0	-1.5	-5.7	-12.7
	53654	185	TMJ FN	5	1000	909	839	411	339	289	0.0	-1.5	-5.6	-12.6
45 Auto	53655	200	TMJ FN	5	975	897	834	422	357	309	0.0	-1.6	-5.9	-13.1
	53967	230	TMJ RN	5	845	807	773	365	333	305	0.0	-2.3	-7.9	-16.9
SPEER® LAWMAN® CLEAN-FIRE® TRAINING														
9mm Luger	53824	124	TMJ RN	4	1090	1019	965	327	286	256	0.0	-1.1	-4.2	-9.6
	53826	147	TMJ FN	4	985	932	888	317	284	257	0.0	-1.5	-5.5	-12.0
38 Special +P	53833	158	TMJ FN	4V	900	861	826	284	260	240	0.0	-1.9	-6.8	-14.7
357 SIG	54232	125	TMJ FN	4	1350	1190	1074	506	393	320	0.0	-0.5	-2.5	-6.2
40 S&W	53880	180	TMJ FN	4	1000	937	885	400	351	313	0.0	-1.4	-5.3	-11.8
45 Auto	53885	230	TMJ RN	5	845	807	773	365	333	305	0.0	-2.3	-7.9	-16.9
SPEER® GOLD DOT® HANDGUN HUNTING														
357 Magnum	23959	170	GDSP	4V	1180	1087	1019	526	446	392	0.0	-0.8	-3.4	-8.0
41 Magnum	23996	210	GDHP	4V	1280	1162	1073	764	629	537	0.0	-0.6	-2.7	-6.7
44 Magnum	23972	210	GDHP	6.5	1450	1277	1140	980	760	606	0.0	-0.6	-2.9	-7.0
	23973	240	GDHP	6.5	1400	1253	1137	1044	837	689	0.0	-0.3	-1.9	-5.0
	23968	270	GDSP	6.5	1250	1144	1064	937	785	678	0.0	-0.3	-2.1	-5.3
454 Casull	23990	300	GDHP	7.5	1625	1489	1365	1759	1476	1242	0.0	0.0	-1.0	-3.0
480 Ruger	23988	275	GDHP	7.5	1450	1284	1152	1284	1007	810	0.0	-0.4	-2.3	-5.7
	23985	325	GDSP	7.5	1350	1223	1122	1315	1078	908	0.0	-0.3	-1.9	-4.9
	23995	300	GDHP	6	1550	1361	1205	1600	1233	967	0.0	-0.1	-1.5	-4.1
50 Action Express	3977	325	UCHP	6	1400	1249	1130	1414	1125	922	0.0	-0.3	-2.1	-5.4

*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.

If using a scoped handgun use ballistic software package RCBS.load to compute bullet drop.

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®