



FOR IMMEDIATE RELEASE

Speer Announces New Products That Will Be Showcased at SHOT Show 2026

LEWISTON, Idaho – January XX, 2026 — Speer Ammunition announces several new loads for 2026, which include one new addition of Lawman TMJ and two new additions of Speer Impact component bullets for reloaders.

Speer Lawman training loads are consistent and accurate. They deliver the feel and point of aim that's comparable to a self-defense load. The Total Metal Jacket (TMJ) bullet features a plated jacket that encapsulates the entire lead core. The new load is 9mm Luger 135-grain.

Speer Impact component bullets feature a molecularly fused jacket to maximize weight retention and penetration, plus a slipstream polymer tip to increase downrange energy and initiate low-velocity expansion. The two new bullet additions are 243-caliber 95-grain and 264-caliber 156-grain.

These new products will be on display at the 2026 SHOT Show, January 20–23 at the Venetian Expo and Caesars Forum in Las Vegas, Nevada. Attendees of the show are encouraged to stop by Booth No. 11838 for a first-hand look at these new products and more.

Find Speer Ammunition at dealers nationwide and online. For more information on Speer products and to sign up to receive notifications about new product availability, rebate promotions, and other brand news via email, 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 an ammunition brand of The Kinetic Group, owned by CSG, a globally diversified industrial group based in Prague (Czech Republic).