

Chevalier Advertising

AGENCY

CONTACT: Jonathan Harling

jonathan@chevalier-adv.com

Tim Zick

tim@chevalier-adv.com

## FOR IMMEDIATE RELEASE —

## TRISTAR ARMS LAUNCHES THE NEW P-100 PISTOL SERIES IN 9MM AND .40 S&W

In an era where there are more and more people signing up for Concealed Weapons Permit classes, and going to the range to practice their shooting techniques to be ready for any personal defense situation, it's important to have the right product in hand. For 2015, TriStar Arms will continue to expand its line of handguns, providing consumers additional choices for personal protection or recreational shooting, by introducing the P-100 Series in both 9mm and .40 S&W.

The P-100 will feature a steel frame and slide, and will come in a cerakote finish. Cerakote is a high quality finish that protects the firearm, and makes it easier for gun owners to customize their gun to their liking whether it's a particular color or pattern.

"Since introducing our line-up of pistols a few years ago, we've been overwhelmed at the positive feedback we've received from our customers and those that have reviewed the guns," said Ryan Bader, vice president of TriStar Arms. "We strive to be a leader in providing dependable products at affordable prices, and will continue to do so."

## Features of P-100 Semi-Auto

Caliber	Barrel Length	Capacity	Weight	Finish	MSRP
9mm	3.7"	15	2.3 lbs	Black Cerakote	\$489.00
40 S&W	3.7"	11	2.3 lbs	Black Cerakote	\$489.00

TriStar pistols are all individually tested in every stage of production to ensure quality and reliability.

All TriStar pistols are packaged with a black hard case, an extra magazine, safety lock and a cleaning kit. The MSRP for TriStar P-100 pistols will be \$489.

TriStar is a primary importer of quality shotguns and handguns, and offers a great selection of firearms for hunters and recreational shooters.

For more information about TriStar Arms and its products, visit www.tristararms.com.