

**For Immediate Release** USA **Contact:**

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**Beretta Booth #13956 at SHOT Show 2019**

(Accokeek, MD) January 18, 2019 Beretta anticipates thousands of visitors next week at its redesigned SHOT Show booth. The booth has an open floor plan with new visuals and several redesigned designated product areas.

For specific details regarding what is happening in the Beretta booth, video and photos from the show, schedules for booth activities, social media feeds, new product information and online promotions only available during the show, be sure to check out [Beretta SHOT Show](https://www.berettausa.com/en-us/shot-show/).

Beretta, a leader in the firearms industry, continues to demonstrate its ability to bridge the latest technological advances with traditional aesthetics and contemporary design to provide users of its products with advantages both on the range and in the field.

With more than 230 firearms on display in the Beretta booth (#13956), visitors will have the opportunity to view a variety of Beretta’s new and featured guns. Among these featured guns include several limited editions of our hero products, the Beretta M9A3 variants and the [Beretta 92G Brigadier Volunteer](http://www.beretta.com/en-us/92g-brigadier-volunteer/).

Available now at participating Beretta Dealers nationwide, the limited edition [Beretta M9A3](http://www.beretta.com/en-us/m9a3/) continues to deliver the performance that military, law-enforcement and consumers demand, now available in 4 new color combinations: Flat Dark Earth & Black, Gray & Black, OD Green & Black, and Black & OD Green.

Located in the newly redesigned [Sako](http://www.sako.fi/en-us) and [Tikka](https://www.tikka.fi/en-us) section of the booth, Beretta will display a range of rifle offerings, including the Tikka T1x Rimfire and the new Sako Configurator program. The Sako Configurator program allows customers to build custom [Sako 85](https://www.sako.fi/en-us/rifles/sako-85) series and [Sako Premium](https://www.sako.fi/en-us/rifles/sako-premium) rifles with specific configurations for their personal shooting style. Customers will be able to choose select calibers, stock wood quality, engraving styles, barrel lengths, sights, triggers, and muzzle threading options, as these choices are applicable to the selected model.

Approximately 100 pistols will be showcased between the pistol pavilion, Wilson Combat, and Langdon Tactical towers, which include the full line of the [Beretta APX](http://www.beretta.com/en-us/apx-striker-family/) pistols and the [Beretta 92G Elite LTT](http://www.beretta.com/en-us/92g-elite-ltt/). Built in partnership with Langdon Tactical Technology, the Beretta 92G Elite LTT combines the Vertec/M9A3 slide and M9A1 frame that Beretta professional shooters have always loved with a dovetail fiber optic sight and LTT ultra-thin grips.

Beretta will also have a wide range of clothing and accessories items on display in the booth. Visitors can visit the designated accessories podium to view a selection of eyewear, holsters, and featured clothing products.

With new corrosion-proof Steel-Clip clips, the Beretta APX Hybrid IWB right-handed holster features a premium grade leather backing, micro-holes for improved ventilation, and mounting spacers behind the clips for easier tucking.

Beretta Holding Group’s defense division, BDT (Beretta Defense Technologies), will also be represented in the booth and will display its line of tactical products for the military and law enforcement professionals. Visitors can see the new ARX200 7.62 Combat Rifle or the PMX 9mm Submachine Gun, as well as new products from Steiner, Benelli, and Sako.

Throughout the week, Team Beretta shooters and Beretta ambassadors, which include Vincent Hancock, Kim Rhode, Zachary Kienbaum, Desirae Edmunds, Todd VanLangen, Ernest Langdon, and Courtney Sweetser-Smith, will make appearances in the Beretta booth (#13956). These ambassadors will also participate in various live streamed events and will be featured on Beretta social media pages.

Beretta will host four live streamed events that can be viewed on the designated Beretta SHOT Show webpage and Beretta USA’s [Instagram](https://www.instagram.com/beretta_usa), [Facebook](https://www.facebook.com/BERETTAusa/), and [Twitter](https://twitter.com/Beretta_USA) pages. These live interviews will give viewers access to the industry’s leading experts in self defense, clay shooting, tactical, and precision long range.

The live events will include discussions about training with handguns and how to be a more proficient user (3 pm Tuesday, 1/22), self-defense and CCW (10 am Wednesday, 1/23), and roundtables on shotguns and rifles with our professional clay shooting and long range precision shooters (3 pm Thursday, 1/24 and 10 am Friday, 1/25). Please note that all times are in Pacific Standard time.

In addition to these live stream events, stay tuned to Beretta’s social media pages and with the hashtag #BerettaSHOT19 for an inside look of the daily ongoings at the Beretta booth.

*Beretta, established in 1526, is the oldest industrial dynasty in the world tracing its roots through 15 generations of continuous family ownership. Firearms bearing the Beretta name have been sold for almost 500 years. Beretta USA Corp. was founded in 1977 and supplies the standard sidearm to the U.S. Armed Forces. Today, Beretta manufactures, distributes, and markets a complete line of firearms, accessories, and apparel. Beretta also owns and operates six retail Beretta Gallery stores worldwide. For additional information, visit* [*www.Beretta.com*](http://www.beretta.com)*.*

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