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Special Report

Five Things Every Handgun Owner Should Know

There is no greater responsibility than providing for the safety and security of your home and family. For many people, the smartest way to ensure personal safety is to own a handgun.

How prepared are you to use your gun effectively in the event of a lethal attack?

Here's a more critical question: If a single product could dramatically improve your chances for surviving a threatening scenario – wouldn't you want to have it?

We all know the best way to survive an armed encounter is to avoid it altogether.

The second best way is to end the incident without a shot being fired. But we live in violent times and we must be responsibly prepared for any eventuality.

If the first rule of gunfighting is to have a gun, the second rule is to give yourself every opportunity to prevail. That's why Crimson Trace wants you to have this special report.

We will introduce you to some important facts and expert opinions that every gun owner should know in preparation for an armed encounter. More importantly, you will learn about a handgun-sighting breakthrough that can save lives. They're called Lasergrips.

1. The Range Can't Fully Prepare You For Real-World Shootings

Practicing at a target range is an important activity for any defensive shooter. Stance, sight alignment, breath control and trigger control are all critical components of accurate shooting. Practicing these will always be important. Spend time at the range, and lots of it, but be aware that the time you spend on the range does not fully prepare you for real-world defensive shootings.

In a defensive shooting scenario, everything changes. You're not at the range anymore. You are defending your life or the life of another. Your heart is pounding up through your throat. Your subject is cloaked in darkness. You are fixated on your threat and your sights are an afterthought. You have almost no time to respond.

This is not wild speculation. That's what it is really like. These are facts borne out by statistics from the National Institute of Justice (NIJ), which is the research and development agency of the U.S. Department of Justice. Dedicated to researching crime and justice issues, the NIJ has compiled data on Law Enforcement shootings in the United States. The numbers will shock you.

According to NIJ figures, more than 80% of shootings happen in low or reduced light. Even with night sights, darkness makes accurate shooting using traditional methods

very challenging.

Jim Cirillo, Law Enforcement trainer -- retired from NYPD and US Customs -- writes:

"I wouldn't consider going on patrol or walking a beat without a Crimson Trace equipped firearm."

It is a fact that most defensive shootings occur at very close range. The attacker is usually within seven yards! Split-second decisions have life and death consequences. In most cases, there is no time for a traditional sight picture, let alone your range-perfected shooting stance. Even if you manage such a response, you could be putting your gun within reach of the attacker, who might disarm you.

Another big difference between the practice range and the real world is movement. How often have you practiced shooting while moving or shooting at moving targets? According to the NIJ, most shootings involve movement of either the shooter or the target. Maintaining alignment with traditional sights in this situation is difficult at best.

Thanks to Lasergrips, you now have access to a tool that can help you overcome challenges such as darkness, close range, time and movement. It's all about giving yourself the tools for surviving an encounter with real-

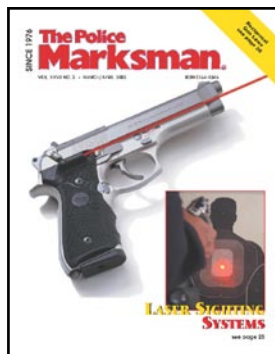
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"I wouldn't consider going on patrol or walking a beat without a Crimson Trace equipped firearm."

-Jim Cirillo, Law Enforcement trainer and retired NYPD and US Customs



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world bad guys who are trying to kill you.

The idea is simple: Project a dot onto the threat/target. As Robert Hausman of High Tech Firearms magazine describes it:

"...(a laser-equipped handgun) allows true point-shooting capability. The gun need only be drawn, the dot placed on the intended point of impact, and the trigger pressed."

Sighting with Lasergrips is far more accurate during movement because it is only necessary to keep the red dot on target. During high-stress confrontations, the laser provides an accurate indicator of muzzle orientation at all times. More importantly, firing accuracy is more reliable than using muscle memory alone. This is particularly true if your posture is strained or awkward, or if you've been

2. Trauma Of Attack Causes Uncontrollable Physiological Changes

When you're attacked, or you draw your gun to prevent violence, powerful changes rampage through your mind and body. A powerful adrenaline rush (the "fight-or-flight" response) kicks in, and you cannot stop it. Your heart rate skyrockets, adrenaline flows, muscles tense, vision narrows. These changes prepare you for physical battle or a swift move to cover. Yet these same changes limit your ability to shoot accurately.

The most dramatic change is the loss of fine motor skill. Your physiological reactions prepare your body to use the powerful muscles of the arms, legs and torso to fight or escape. Fine motor skill is sacrificed – it is not required for "fight-or-flight". But fine motor skills **are necessary** to operate a handgun effectively and efficiently. Operating a handgun without fine motor skills is a struggle: you struggle to hold the gun steady, struggle to pull the trigger smoothly, and struggle to line up sights accurately.

You need to be aware of the physiological effects which a lethal attack will have on you.

- Target Fixation/Focus
- Limited near vision acuity
- Narrowed field of vision
- Auditory exclusion
- "Spray & Pray" reflex
- Sympathetic Nervous System Reaction

Most people involved in shootings report never seeing their sights, and it's no mystery

wounded.

As we've mentioned, range time is important. Lasergrips can increase the depth and intensity of your training. With Lasergrips, effective dry-fire practice of advanced tactics will help shooters of all skill levels. These techniques, such as shooting on the move and from awkward positions, are vital to surviving an armed encounter. In talking about training, **Massad Ayoob**, world-renowned firearms instructor and self-defense expert, writes:

"I carry a Lasergripped Model 442 as a backup gun and teaching tool when instructing. The laser comes into its own in training. It lets an instructor graphically demonstrate why jerking the trigger will send the shot awry."



why. Our natural reaction, when faced with a threat, is to focus on the threat. This "Target Fixation/Focus" is in keeping with our responsibility to first verify, and then deal with, a dangerous scenario.

How do you focus on the threat AND your sights at the same time? The traditional answer is: you can't. Enter the 21st Century. With reliable, state-of-the-art technology you simply move your sights onto the target by projecting a laser dot. You will need a reliable laser sight like Lasergrips. One that is accurate, durable and dependable. It must be simple to install and intuitive in operation.

Todd Jarrett, World champion shooter and international military/LE trainer, states:

"As a person who knows what the front sight looks like, in a CQB [Close Quarter Battle] environment, you never see your front sight. Why not superimpose a laser on your threat? I'm 50% faster coming out on target and can outrun my tritium sights by at least 20% in speed and accuracy with Lasergrips."

3. Agencies Improve Their Hit Ratio By Over 300% With Lasergrrips

U.S. law enforcement officers are some of the best-trained shooters in the world, but hit ratios from shootings in the field are staggeringly low. The latest NIJ data shows that police officers using traditional sighting and training methods hit their mark only about 25% of the time when shots are fired. Remember: These are trained professionals. Men and women who must qualify on the range with high scores in order to keep their jobs.



Missed shots pose big problems. First and foremost, a miss means that the gunfight is still on, so the situation remains dangerous. The second problem is that as a gun owner, you are accountable for every bullet you fire. Bullets that miss the mark must land somewhere. A stray bullet that hits an innocent bystander is your responsibility.

So why are hit ratios so low?

- (1) Over 80% of shootings occur at night, which makes aiming difficult.
- (2) Most armed encounters involve movement

4. Experts Agree: New Technology Can Help You Survive on the Streets

Technology exists to help shooters of all skill levels improve their shooting speed and accuracy. But with so many different options now available, it can be very difficult to distinguish between serious equipment and toylike gadgets. Laser sights were once either large and impractical or cheap and flimsy, but Crimson Trace changed all that. Lasergrrips represent years of research, development and firearms experience. The result is a practical laser sight for police officers that provides an immediate advantage.

Denny Hansen, in the July 2000 SWAT Magazine, had this to say:

"I have changed my way of thinking about lasers. While they are not a mystical solution to every tactical problem, they give an operative additional options. The Lasergrrips from Crimson Trace, in my opinion, are some of the best tactical tools to come down the road in a long time."

of the officer and/or the subject. Again, hindering aim.

(3) Add the stresses of a life or death situation, and it's easy to see why so many rounds miss their mark.

When it comes to accuracy under high stress, Lasergrrips give you an immediate and decisive advantage that no other handgun accessory can equal. Improving your ability to aim under low-light and stressful situations will help you survive an armed encounter.

Bottom line: Crimson Trace Lasergrrips are a tool that improves your ability to see, evaluate, and aim.

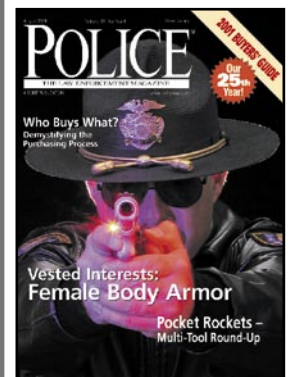
Crimson Trace Lasergrrips are used by hundreds of law enforcement agencies and military units worldwide. Crimson Trace Lasergrrips have a proven record of performance and durability in the toughest laboratories—the streets and combat zones of the world.

The numbers bear out Lasergrrips' success. **Agencies using Crimson Trace Lasergrrips are seeing hit ratios of over 90% in officer-involved shootings. That's a phenomenal 300%+ improvement over historic levels.**



"When split seconds count, and the price of failure may be counted in lives lost, the value of a reliable laser system is unequalled"

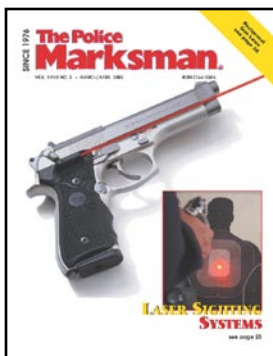
-Roy Huntington, 20-year police veteran, firearms trainer and writer



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Agencies using Crimson Trace Lasergrips are seeing hit ratios of over 90% in officer-involved shootings



Crimson Trace Lasergrips are a tool that can help prevent a violent confrontation from escalating into a shooting. And if, God forbid, there are no options left but to use deadly force, Lasergrips can give you the edge it takes to win and survive.

Roy Huntington, 20-year police veteran, firearms trainer and writer says:

"When split seconds count, and the price of failure may be counted in lives lost, the value of a reliable laser system is unequaled. They give you the advantage when losing is unacceptable. A must-have for home defense or duty-carry."

As for training with Lasergrips, Eric Clapsaddle, Rangemaster, Orlando, FL Police Department says:

"Working with shooters is much easier. Qualification scores have doubled."

Laser sights are becoming commonplace on guns used by law enforcement and military personnel. As a matter of fact, Crimson Trace Lasergrips are in use by hundreds of law enforcement agencies and military units around the world.

Jay Bly, Secret Service Agent (retired), puts it simply:

"Lasergrips help bad guys make informed decisions."

5. Responsible Armed Citizens End Violent Crimes Every Day, Without a Single Shot Fired

Responsible armed citizens are one of the reasons for America's decreasing crime rate. Many criminals report that they changed their target because they thought a potential victim might be armed.

It's estimated that as many as one million crimes are prevented each year because of armed citizens. Most of these crimes are prevented without a shot being fired. The mere presence of a firearm was enough to encourage the criminal to change their mind. Unfortunately, not all attackers give up without a fight. Maybe they're unaware that their prey has a gun. Or maybe they figure their prey won't actually shoot. Most likely of all, they presume their prey is incompetent and unlikely to hit anything.



Remember these facts about the aftermath of a shooting: Whether justifiable or not, **your life will change forever**. Your guns will be seized. The police will write you up in their reports. You will be sued in civil court and possibly criminal court. Again, your life will change forever, now add the huge emotional toll on you and your loved ones. Unquestionably, the **BEST** outcome is for the criminal to flee in fear of his own life, without shots being fired.

Center in Washington said this about the deterrent effect of Lasergrips:

"The intimidation factor that the Crimson Trace laser provides is tremendous. Time and time again it has de-escalated lethal force encounters into controllable situations."

So how can you increase the odds that the attacker will give up before you shoot? Use Lasergrips. Uncooperative criminals have been shown to comply better with a laser-equipped gun than a non-laser equipped gun.

Will a laser-equipped gun end an attack every time it is used? Absolutely not! But it is a non-lethal tool that has been proven to increase your odds.

Sgt. M.L. Gillespie from the Police Training

Jerry Usher noted the deterrent effect of the

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Crimson Trace Available Models

Lasergrrips for Autos

- 1911 Government and Commander
- 1911 Officers and Compact
- Beretta 92/96
- Beretta Vertec
- Browning Hi-Power
- Glock
- Ruger P-Series
- Ruger MkII, MkIII
- S&W Auto
- Sig P220
- Sig P226
- Sig P228/229

Lasergrrips for Revolvers

- Ruger Blackhawk
- Ruger SP101
- S&W J-Frame
- S&W K,L & N Frame
- Taurus Small Frame

Lasergrrips for Longguns

- AR-15
- Vertical Forearm Lasergrips

COMING SOON:

--CZ Full Size & Compact

--SIG P239

--SIG Pro

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Armed With The Most Recent Knowledge, You Can Greatly Improve Your Odds For Successful Self Defense

Owning a gun for defense is only a start. Knowing when and how to use it is crucial. Armed with the knowledge in this special report, you now know more about the role of firearms in lethal force encounters than the majority of the gun-owning public.

With the awesome power of a firearm comes an equally awesome responsibility. In light of this fact, here are some final recommendations for surviving dangerous encounters:

Prepare yourself with the best equipment to ensure your personal safety.

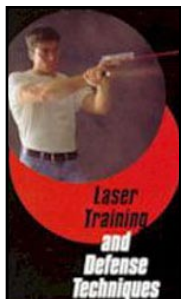
Mentally prepare yourself for a violent encounter either in your home or on the street.

Stay proficient with your firearm by practicing often. Consider getting professional training.

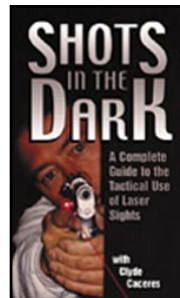
To further your learning, Crimson Trace offers two informative and interesting video tapes.

The first is **Laser Training and Defense Techniques**.

This 15 minute videotape provides valuable self-defense techniques and covers the laser's role in a defensive firearm.



The second video we offer is **Shots in the Dark** (\$39.95). Produced by Paladin Press, this video runs 75 minutes and discusses the advanced tactical applications of laser sights. Hosted by Veteran Firearms Instructor Clyde Caceres, this video covers rapid target acquisition, low-light shooting, shooting while moving and use of cover. This video is a must for the defensive-minded shooter.



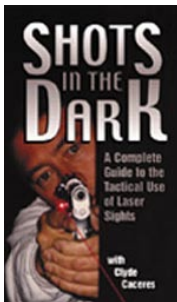
Order your video today by calling 1-800-442-2406 or visit our website at: www.crimsontrace.com

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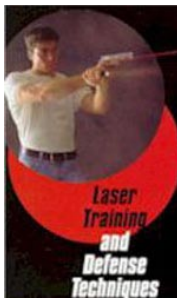


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