

# Freedom Group's Militarized Marketing



## How a Leading Assault Rifle Company Sells Its Weapons



**Freedom Group, one of the largest gun manufacturers in the world, specializes in assault rifles and other military-style firearms.**

**The company made the Bushmaster XM-15 assault rifle used at Sandy Hook Elementary School.**

**Here is how Freedom Group sells and markets these weapons.**

**To attract customers, Freedom Group's Bushmaster brand uses the slogan "Justice for All" and images of shooters clad in military-style clothing.**

**Their catalog features phrases such as "Control Your Destiny" and "Bravery on Duty." Its pages contain militaristic and law-enforcement terminology like "duty" and "patrol."**



# XM-15

VERSATILITY ON THE RANGE  
OR DURING PATROL

XM-15

MADE  
IN THE  
USA



**ACR**<sup>®</sup>

shown A-TACS<sup>®</sup> : 90820 | inset COYOTE : 90847  
inset 6.8 BLACK : 90955 | BLACK : 90838

# CONTROL YOUR DESTINY.



NEW FOR  
2013  
6.8 MM REM SPC

## KEY FEATURES

- 16.5" COLD HAMMER-FORGED BARREL with an innovative protective coating which uses a nitriding process that dramatically reduces wear for the ultimate in longevity and dependability
- A2 BIRDCAGE-TYPE HIDER to control muzzle flash. 6.8mm Rem SPC has AAC flash hider adapter

2013 ACR  
5  
BUS

# BRAVERY ON DUTY.

## 300 AAC BLACKOUT<sup>®</sup>

BLACKOUT : 90899

16" M4 Contour Barrel. Four-rail, rifle length, free-float handguard. AAC BLACKOUT<sup>®</sup> flash hider. Magpul<sup>®</sup> ACS Stock, MOE<sup>®</sup> Grip and Enhanced Trigger Guard.

## ORC (OPTICS READY CARBINE)

BLACK : 90391

Features heavy oval M4-type handguards. Milled V-match gas block. Six-position telescopic reduces overall length by 4" when fully collapsed.

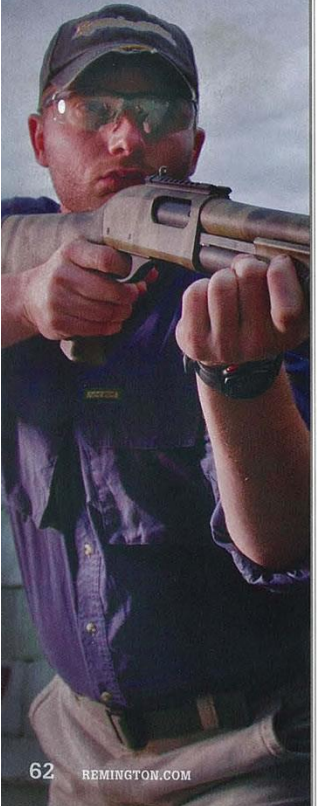


Advanced Armament Corp.  
ESTABLISHED 1980 IN THE U.S.A.





**VERSA MAX<sup>®</sup>  
TACTICAL**



**The best defense for the most demanding situations.** No task is too demanding and no challenge is too intense with our rugged, ultra-dependable and ever-expanding selection of tactical shotguns. Our lineup keeps growing to serve the needs of law enforcement, the military, competitive shooters and people defending their homes and loved ones. This year's centerpiece is the Versa Max<sup>®</sup> Tactical. The pinnacle of autoloader reliability is now available customized with a picatinny rail, forward barrel-clamp side rails and an extended magazine. It's joined by our crew of powerhouse shotguns, each specifically tailored for tactical applications. When you're in the most demanding environments and every second counts, Remington's tactical shotguns give you the confidence and firepower to get the job done.



**NEW** MODEL 870<sup>®</sup> EXPRESS<sup>®</sup> TACTICAL BLACKHAWK!  
Available in: 12 gauge (2 3/4" and 3")  
Order No. 81404 (12/18 1/2")



**SIGHT SYSTEMS** MODEL 870<sup>®</sup> EXPRESS<sup>®</sup> TACTICAL with Ghost Ring Sights  
Available in: 12 gauge (2 3/4" and 3")  
Order No. 81198 (18 1/2")



**SuperCell** **SIGHT SYSTEMS** **A-TACS** MODEL 870<sup>®</sup> EXPRESS<sup>®</sup> TACTICAL A-TACS CAMO with Ghost Ring Sights  
Available in: 12 gauge (2 3/4" and 3")  
Order No. 81204 (18 1/2")

The Tactical Extended Rem Choke is designed for optimum performance and recoil reduction. It also aids in reducing muzzle rise for consistent shot placement.



# Another Freedom Group product — a Remington 870 shotgun — was used in the September 2013 Navy Yard shooting in Washington, D.C.

**“When you’re in the most demanding environments and every second counts, Remington’s tactical shotguns give you the confidence and firepower to get the job done.”**

**—Remington Shotgun Catalog**

**DPMS, a.k.a. Panther Arms, is another brand of assault rifle manufactured by Freedom Group.**

**DPMS describes its assault rifles as “Built to be as Tough as the Mission Ahead,” never defining what that “mission” might be.**



# BUILT TO BE AS TOUGH AS THE MISSION AHEAD



RFA1-L20  
\$829



DPMS  
**A1 LITE 20**

### A favorite of law enforcement for a reason.

It's tough to find a lighter full-size AR rifle out in the market today, but you're in the right place. The DPMS A1 Lite 20 features a Mil-Spec A1 front sight and standard A2 handguard, making it as simple as it is effective.



RFA2-16  
\$859



DPMS  
**CLASSIC 16**

### One of the most conventional carbine rifles around.

The DPMS Classic 16 features a solid, proven, built-to-last 16" heavy barrel with fixed A2 sights, mil-standard A2 buttstock, and a GlacierGuard handguard. Perfect for the minimalist whose mission is anything but minimal.



RFA2-PCAR  
\$869



DPMS PANTHER  
**CARBINE**

### Kind of a celebrity in the AR world.

The DPMS Panther Carbine, one of the most recognizable configurations of the AR of all-time. Some attribute it to the short, yet effective 11.5" barrel that features a permanently fixed 5.5" flash hider to reduce muzzle flash.



5.56 RIFLES

BUILT TO BE AS  
TOUGH AS THE JOB



RFA2-PCAR-16  
MSRP: \$859

DPMS PANTHER® .223/5.56

CARBINE 16

RUGGED SIMPLICITY  
MADE SIMPLE

Easy to see with this basic carbine. Its fixed A2 sights, 6 position collapsible stock, 16" heavy barrel is about as straight-forward as it gets. Made to run, not collect dust in the gun safe.

**And DPMS uses “killin’  
zombies” as a means to  
promote their assault  
rifles.**





# KILLIN' ZOMBIES BEFORE IT WAS COOL.





**Freedom Group also owns Advanced Armament, a manufacturer of silencers. Advanced Armament uses skull and crossbones imagery to market its products.**

**The firearms industry is pushing to deregulate the manufacture and sale of silencers in the hope of increasing sales.**



## RIFLE SILENCERS

*The engineering and design built into each AAC® rifle silencer result in the quietest, lightest, most durable and compact silencers available anywhere.*

M4-2000™



1

### MOUNT

Ratchet Mount™ prevents loosening during use and allows one-handed installation or removal in seconds.

2

### CORE

360-degree fusion-welded Inconel® 718 core for extreme durability.

3

### TUBE

316L stainless steel, fluted, and stepped for weight savings.

4

### BORE

Precision EDM'd tapered bore assures alignment.



# RIFLE SILENCERS



**Learn more by reading the  
Violence Policy Center's new  
report, *Freedom Group's  
Military Marketing*,  
available at [www.vpc.org](http://www.vpc.org).**

