

HENRY REPEATING ARMS  
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FOR IMMEDIATE RELEASE

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**HENRY REPEATING ARMS INTRODUCES TWO NEW SIDE GATE LEVER ACTIONS**

**BAYONNE, NJ – November 1, 2019 –** The introduction of the Henry Side Gate Lever Action Rifleearlier this year laid the groundwork for an entirely new category in Henry Repeating Arms’ already sprawling product lineup, and that category is expanding further with the release of Henry’s new Side Gate Lever Action Rifle in .45-70 Gov’t and Side Gate Lever Action .410 Shotgun.

Cosmetically and functionally the new Side Gate Lever Actions share much with the earlier models. The firearm’s namesake, the loading gate on the right side of the receiver below the ejection port, is coupled with Henry’s historically inspired removable tube magazine. Having these two methods of loading and unloading allows the shooter to safely unload the firearm without working live rounds through the action and keep the magazine topped off through the side gate.

“We put a lot of focus into listening to what our fans and customers want from the next Henry,” says Henry Repeating Arms President and Owner, Anthony Imperato. He continues, “Real feedback and product suggestions from people that are out there using our rifles and shotguns carries a lot of weight and it’s what drives a lot of our product development. Our release of the Side Gate Lever Action earlier this year, and these new calibers are a great example of that.”

Henry Repeating Arms recently added a section to their website titled “[The Suggestion Box](https://www.henryusa.com/henry-firearm-suggestion-box/)” that allows users to submit their firearm idea or concept for Henry to consider in the future.

Andy Wickstrom, Vice President and General Manager of Henry Repeating Arms explains, “As soon as we came out with the first round of Side Gate Lever Actions we started getting requests for additional calibers. Both .410 and .45-70 were way up there, so it’s great that we can satisfy those that requested it now.”

The new Side Gate Lever Action .45-70 rifle and Side Gate Lever Action .410 share a manufacturer’s suggested retail price of $1,045.

Henry firearms can only be purchased through a licensed firearms dealer. For more information about Henry Repeating Arms and its products visit [henryusa.com](https://www.henryusa.com/) or call 866-200-2354.

**About Henry Repeating Arms**

Henry Repeating Arms is one of the leading rifle and shotgun manufacturers in the United States and a world leader in the lever action category. The company motto is “Made in America, or not made at all” and its firearms come with a lifetime guarantee backed by award-winning customer service. The company is also known for its charitable endeavors under its Guns For Great Causes program, which focuses on sick children, both individual cases and children’s hospitals, veteran and wounded veteran organizations, Second Amendment and wildlife conservation organizations. The company currently employs 535 people and has 250,000 square-feet of manufacturing space in its Rice Lake, Wisconsin and Bayonne, New Jersey facilities. The company is named in honor of Benjamin Tyler Henry who invented and patented the Henry rifle in 1860 – the first repeating rifle, the lever action rifle, which is America’s unique contribution to international firearms design and is one of the most legendary, respected and sought after rifles in the history of firearms. Visit Henry Repeating Arms online at [www.HenryUSA.com](file:///E:\Henry%20Dropbox\Dropbox%20(Henry%20Repeating%20Arms)\Marketing\Press%20Releases\2019\H024-4570%20and%20H024-410\www.HenryUSA.com), on Facebook at [www.Facebook.com/HenryRepeating](file:///E:\Henry%20Dropbox\Dropbox%20(Henry%20Repeating%20Arms)\Marketing\Press%20Releases\2019\H024-4570%20and%20H024-410\www.Facebook.com\HenryRepeating), and on Instagram [@Henry\_Rifles](https://www.instagram.com/henry_rifles/).

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