

HENRY REPEATING ARMS  
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FOR IMMEDIATE RELEASE

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**HENRY REPEATING ARMS BRINGS CONCEPT TO REALITY WITH LAUNCH OF X MODEL SERIES**

***NEW PRODUCT LINE INCLUDES FOUR NEW RIFLES AND A LEVER ACTION SHOTGUN***

**BAYONNE, NJ – January 21, 2020** – Henry Repeating Arms, the leading lever action firearms manufacturer, is introducing a highly anticipated new product line today with the X Model series, a concept that was first teased at the 2018 NRA Annual Meetings & Exhibits in Dallas, TX. All the firearms included in this new product launch are designed from the ground up to bring unparalleled versatility and utility to not only Henry’s line of rifles and shotguns, but the lever action platform in general. All five models are now available nationwide from licensed firearms dealers with an MSRP across the board of $970.00.

Anthony Imperato, President and owner of Henry Repeating Arms says, “The sheer volume of positive feedback we received about the concept guns we brought to Dallas was incredible, and this type of strong feedback is what tends to drive our product development plans.” Imperato continues, “It’s exciting to kick off the year with such a highly requested line of firearms and finally make these guns a reality.”

The X Model series consists of the Big Boy platform, chambered in .44 Mag/.44 Spl, .357 Mag./.38 Spl, and .45 Colt, a lever action .410 shotgun, and another rifle chambered in .45-70 Government. All five models sport durable and lightweight synthetic furniture with a solid rubber recoil pad on the pistol-gripped buttstock, Picatinny and M-Lok accessory slots on the forestock, and integrated sling swivel studs. The matte blued steel receivers utilize a side loading gate to keep the removable tube magazine loaded and they are all drilled and tapped to accept an optics mount. The rifles are all threaded at the muzzle end with a 5/8x24 thread pitch to accommodate a suppressor or other muzzle device. The shotgun’s smooth bore barrel is threaded internally for a removable invector style choke and contrasting fiber optic sights adorn all of the X Models with the .410 shotgun variation using only a front sight. Visit Henry Repeating Arms’ website for more information and full specifications on the Big Boy X Model (<https://www.henryusa.com/rifles/big-boy-x-model/>), the Lever Action Shotgun X Model .410 (<https://www.henryusa.com/shotgun/lever-action-x-model-410-shotgun/>), and the Lever Action X Model .45-70 (<https://www.henryusa.com/rifles/lever-action-x-model-45-70/>).

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\Road%20America\www.HenryUSA.com), on Facebook at [www.Facebook.com/HenryRepeating](file:///E:\Henry%20Dropbox\Dropbox%20(Henry%20Repeating%20Arms)\Marketing\Press%20Releases\2019\Road%20America\www.Facebook.com\HenryRepeating), and on Instagram [@Henry\_Rifles](https://www.instagram.com/henry_rifles/).

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