



HENRY REPEATING ARMS  
107 W Coleman Street, Rice Lake, WI 54868

FOR IMMEDIATE RELEASE

## Henry Lever Action Supreme Rifle Named Rifle of the Year by Guns & Ammo

**RICE LAKE, Wis., October 30, 2025** — The [Lever Action Supreme Rifle](#) (LASR) from Henry Repeating Arms was just named 2025 Rifle of the Year by *Guns & Ammo* magazine, one of the firearm industry's most respected and widely distributed publications.

Selected through their rigorous annual evaluation process, which includes extensive field testing, in-store availability checks, and value assessments, the LASR rose above every other new rifle introduced in 2025 to earn the top honor.

In their feature story, which hits newsstands on November 5<sup>th</sup>, *Guns & Ammo* praised Henry's innovation and engineering, writing:

*"Henry's achievement is nothing short of remarkable."*

The editors highlighted the Lever Action Supreme Rifle's ability to reliably feed from commonly available MSR-pattern detachable box magazines, an unprecedented feature for a lever-action rifle in large-scale production, and the proprietary quad-bar linkage action that allows flawless, smooth operation without interference from the magazine. They also recognized the rifle's sub-MOA accuracy potential, suppressor-ready design, exceptional handling qualities, and the usage of premium materials.

"We set out with this rifle to raise the bar for America's most iconic rifle platform, and this award suggests that the team was able to accomplish just that," said Anthony Imperato, Founder and CEO of Henry Repeating Arms. "We're honored that *Guns & Ammo* has recognized the fruits of our labor, and I am incredibly proud of the many bright minds that came together to make this rifle a reality."

Chambered in .223 Wylde or .300 Blackout, the LASR is available at Henry dealers nationwide with an MSRP of \$1,299. For more information about the Henry Lever Action Supreme Rifle, visit [www.HenryUSA.com](http://www.HenryUSA.com).

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### ABOUT HENRY REPEATING ARMS

Henry Repeating Arms is one of the leading firearm manufacturers in the United States and a world leader in the lever-action category. The company's motto is "*Made in America, Or Not Made At All.*" Every Henry firearm comes with a Lifetime Warranty and a 100% Satisfaction Guarantee backed by award-winning customer service. Henry Repeating Arms employs over 800 people and has 400,000

sq. ft. of manufacturing space in Rice Lake and Ladysmith, Wisconsin. The company is also known for its Guns for Great Causes charitable program, which focuses on assisting the families of sick children, children's hospitals, military veteran organizations, law enforcement, first responder groups, Second Amendment advocacy groups, and wildlife conservation organizations. The company is named in honor of Benjamin Tyler Henry, who invented and patented the Henry lever action rifle in 1860 – the first practical repeating rifle and America's unique contribution to the international stage of firearms design. Visit Henry Repeating Arms online at [henryusa.com](http://henryusa.com), on [Facebook](#), [X](#), [LinkedIn](#), and [Instagram](#).

## **PRESS CONTACT**

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## **PHOTO CAPTION(S)**

### **Henry-LASR-G&A-ROTY.jpg:**

The Lever Action Supreme Rifle (LASR) from Henry Repeating Arms was awarded 205 Rifle of the Year by Guns & Ammo magazine.