

Gun Manufacturers Consistently Use Militarized Language and Images to Market Assault Weapons— Often Equating Civilian Versions to Their Military Counterparts

WE ARE ESSENTIAL.

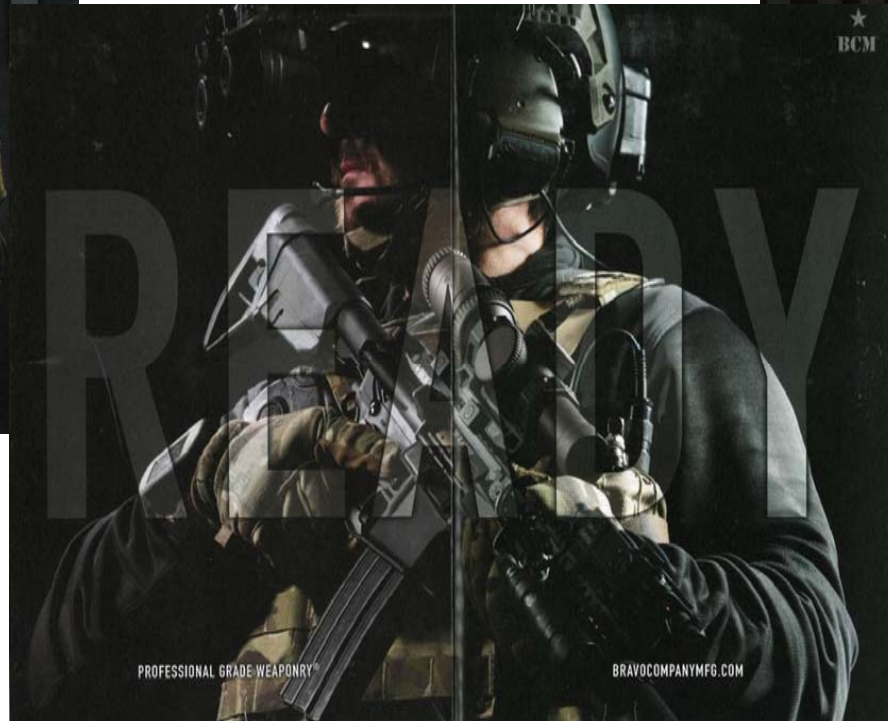
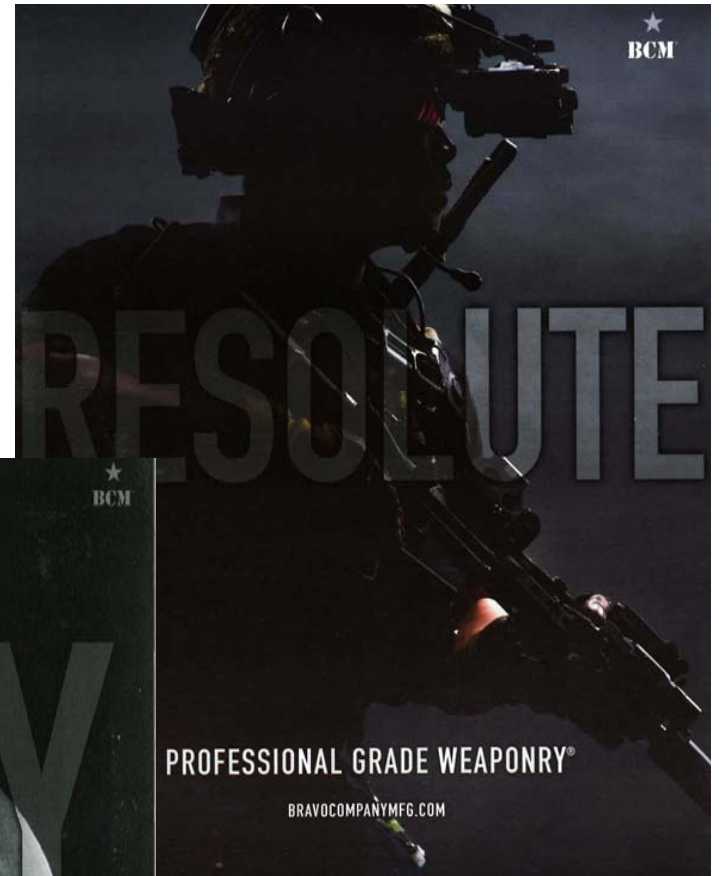
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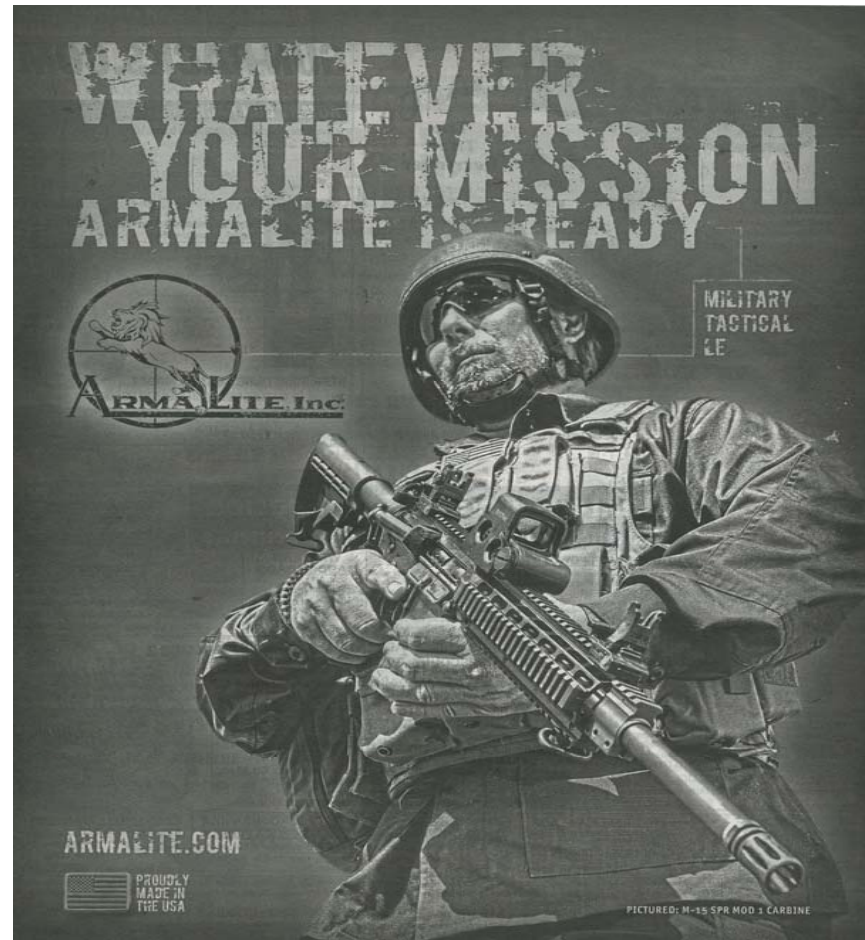
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Many Ads Focus on an Undefined “Mission”





RFA1-420
S829



DPMS A1 LITE 20

A favorite of law enforcement for a reason.

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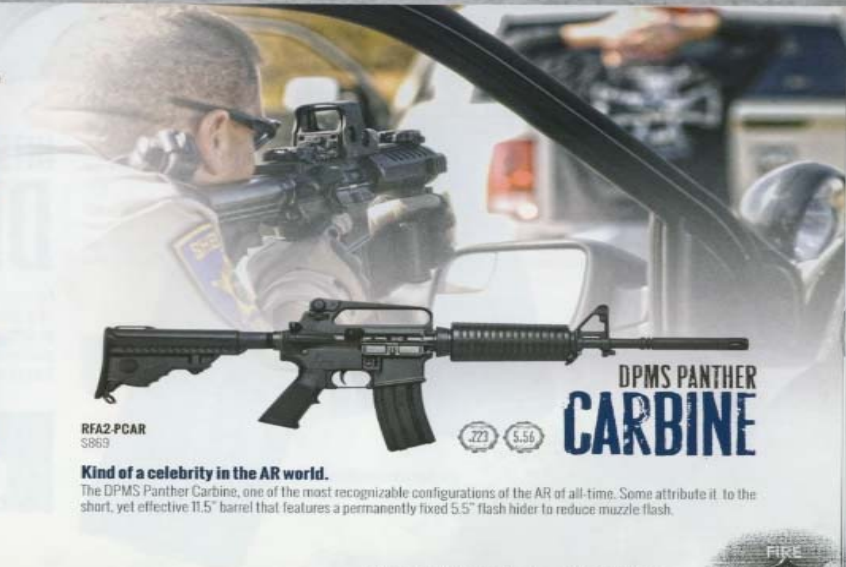
RFA2-16
S859



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
S863



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.



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