



January 16, 2025

We are excited to announce a Stocking Dealer program designed to incentivize dealers to carry a wider assortment of Colt products in their retail stores while simultaneously offering Colt consumers a high-quality retail shopping experience.

The Colt Stocking Dealer Program will provide a discount of 5% off from their standard Dealer cost on qualifying Colt inventory purchased through this program. The Colt Stocking Dealer Program requires minimum levels of Colt firearms inventory as listed below and may change from time to time.

2025 STOCKING DEALER PROGRAM

Program Requirements

- Program Period: January 16 – March 31, 2025
- Operate A Brick-And-Mortar Storefront Retail Location
- Posted Business Store Hours Open To The Public
- Compliance With All Applicable Federal, State And Local Laws

Program Details

- Select a Minimum of Ten (10) Assorted SKUs from Qualifying Distributors On-Hand Available Inventory
- **Backorders Are Not Accepted Under This Program. Order Must Call For Immediate Shipment**
- Maximum of One (1) of Any SKU May Be Ordered
- Discount on Firearms: ~5% Off Standard Dealer Pricing
- Maximum of One (1) Stocking Dealer Program per FFL Location

STILL MAKING HISTORY.