

FOR IMMEDIATE RELEASE

Media Contact: Matt Rice
Blue Heron Communications
(800) 654-3766
Matt@blueheroncomm.com

Smith & Wesson® Introduces New Engraved SW1911 Pistol

Intricate Machine Scroll Engraving Adorns New SW1911

SPRINGFIELD, Mass. (October 27, 2015) – Smith & Wesson has expanded the company’s line of machine-engraved firearms with the introduction of a new, custom designed, machine engraved SW1911 pistol. The new SW1911 features a scrollwork design created by Smith & Wesson’s Master Engraver and made possible through the use of a highly precise diamond-tipped tool. The engraving embellishes the all-steel canvas and elevates the venerable 1911 platform to a new level of sophistication and beauty.

Chambered in .45 ACP, the newly introduced SW1911 pistol showcases decorative machine engraving on the left and right side of the stainless steel slide and frame. This intricate line work extends across the pistol’s five-inch barrel and when combined with its glass bead finish and rosewood colored grips, transforms this modern day workhorse into a living piece of art.

The SW1911 fits naturally in the hand and is perfectly balanced with its unloaded weight of 39.8 ounces and overall length of 8.7 inches. The single-action only pistol is standard with 8+1 capacity along with a white dot front sight and a white two-dot rear sight. The customized package is shipped complete in an engraved, wooden presentation case along with the company’s lifetime warranty.

The new SW1911 joins a family of engraved firearms which included the Model 442 Airweight® J-Frame, the Model 640 J-Frame centennial version, and the renowned Model 29, all of which come with a presentation case and lifetime warranty. For more information on the new Custom Engraved SW1911 pistol, please visit www.smith-wesson.com.

SW1911 SKU: 10270

Caliber: .45ACP	Capacity: 8+1 Rounds
Barrel Length: 5”	Front Sight: White Dot
Rear Sight: White 2-Dot	Grip: Wood
Weight: 39.8 oz	Frame Material: Stainless Steel
Slide Material: Stainless Steel	Finish: Glass Bead
MSRP: \$1,060	

About Smith & Wesson

Smith & Wesson Holding Corporation (NASDAQ Global Select: SWHC) is a U.S.-based leader in firearm manufacturing and design, delivering a broad portfolio of quality firearms, related products, and training to the global military, law enforcement, and consumer markets. The company’s firearm division brands include Smith & Wesson®, M&P®, and Thompson/Center Arms™. As an industry leading provider of shooting, reloading, gunsmithing and gun cleaning supplies, the company’s accessories division produces innovative, top quality products under Battenfeld Technologies, Inc., including Caldwell® Shooting Supplies, Wheeler® Engineering, Tipton® Gun Cleaning Supplies, Frankford Arsenal® Reloading Tools, Lockdown® Vault Accessories, and Hooyman® Premium Tree Saws. Smith & Wesson facilities are located in Massachusetts, Maine, Connecticut, and Missouri. For more information on Smith & Wesson, call (800) 331-0852 or log on to www.smith-wesson.com.

###