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Guns Down America [recently uncovered](#) widespread, likely illegal anticompetitive pricing practices in the gun industry that artificially inflate prices and make us all less safe.

Policymakers should do everything in their power to hold the industry accountable for these practices, including:

- Using their investigative powers to compel the industry to provide comprehensive information about their pricing agreements and economic surveillance systems;
- Taking enforcement action against industry actors that have set illegal price floors and inflated prices for consumers;
- Passing legislation that tightens antitrust standards; and
- Ensuring their constituents are aware of the ways that the gun industry is taking advantage of them to make more profits.

Below, GDA has provided messaging guidance you can use to communicate about this issue with your constituents.

TOPLINE: The gun industry is engaging in illegal pricing schemes to inflate their profits at the expense of consumers and public safety.

HOW: Manufacturers set minimum prices for their firearms and monitor compliance through a sophisticated surveillance system, punishing distributors and retailers for any pricing violations.

WHO: Six gun manufacturers that control nearly two-thirds of the handgun market: Beretta, Glock, FN America, SIG Sauer, Smith & Wesson, and Sturm, Ruger & Co.

CORPORATE POWER: These corporations use illegal price-fixing to squeeze cash out of buyers, drive out competition, and consolidate power.

DOWNSTREAM CONTROL: For decades, the gun industry has said they have no visibility into whether or not their guns are being used in crimes. We now know this isn't true.

IGNORING PUBLIC SAFETY: The industry could use its surveillance system to cut off gun dealers who enable illegal activities, like gun trafficking and straw purchasing — but they have chosen not to.

FUNDING LEGAL PROTECTION: Instead, they use their inflated profits to bankroll their lobbying war chest and get special legal and political treatment that blocks basic safety policies supported by Americans across the country.

ACCOUNTABILITY: Gun owners pay inflated prices, while communities suffer the consequences of gun violence from illegal gun purchases. Holding the gun cartel accountable means everyone wins: consumer fairness, legal justice, and safer communities.