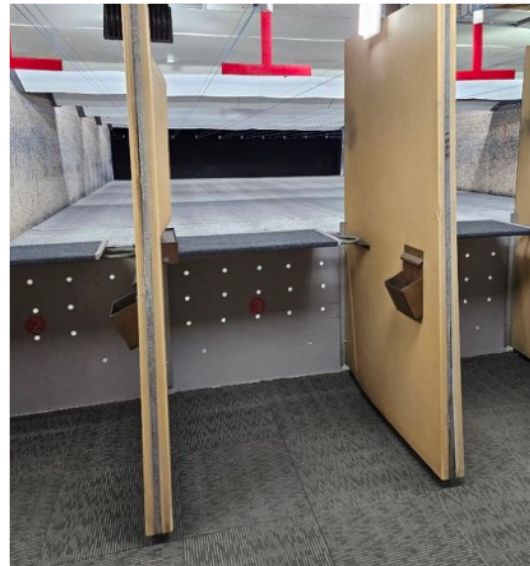
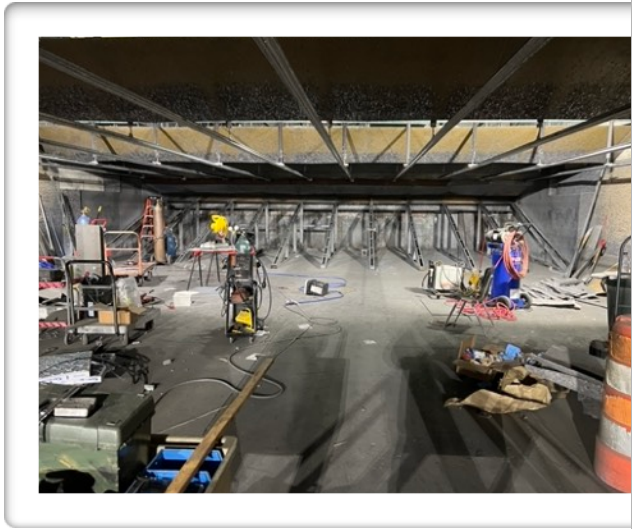


APRIL 17, 2025 UPDATE

Double Action Indoor Shooting Center & Gun Shop

Great News!

Our shooting ranges are OPEN and fully operational! After completing extensive structural maintenance and a little extra TLC, our facilities are better than ever—clean, bright, and ready for you to enjoy.



What's Waiting for You

❖ **10% OFF Today thru May 17th:** Ammo, Training and Accessories.

10-Station Handgun Range: 25 yards (75'), up to .44 Mag allowed.

10-Station Rifle Range: 50 yards (150'), up to .30-06 allowed.

Flexible Range Time: Book for ½ hour or 1 hour sessions.

Pay In Person or Online: <https://doubleaction.com/range-time/>

Range Gear: Complimentary use of hearing & eye protection and paper targets with range rental.

Modern Amenities: Electric target carriers, well-lit and clean environment, OSHA-tested, well-ventilated, filtered air for your safety and comfort.

Family Friendly: Bring your friends or family, or schedule a group event (ie; bachelor/bachelorette party, birthdays, and other special occasions)—everyone is welcome! Range visitors under 18 years old have some restrictions, please call ahead for details.

Ammo & Accessories: We have a great selection of ammunition and firearm accessories in stock and available for purchase.

CPL Classes & Training: CPL classes and expert instruction available for all skill levels.

Double Action Indoor Shooting Center & Gun Shop

We're OPEN and Ready to serve you!



We know there's been confusion over the past year and a half about whether we're still in business. Yes, we are!

Background

In the spring of 2023, our ranges were shut down to perform a complete rebuild of the backstops. Shortly after work began, it was discovered that the job was much larger and more complicated than initially anticipated, combined with difficulties in getting the supplies needed in the timeframes we were used to. This was a massive undertaking, and as you all know the repairs took much longer than any of us wanted. I personally want to thank you for your patience with us!

In the fall of 2023, we were forced to pause all firearm sales (under Biden's ATF) due to their refusal to renew our FFL (Federal Firearm License) as a result of minor clerical errors. As a result, all of our firearm inventory had to be sold in only a few weeks time!

As you might imagine, I was very uncertain of the future viability of my business and held an 'everything must go sale'.

Once reality set in, I had some conversations with our team, we chose not to shut down. Instead, we decided to continue the rebuilding of the range backstops. I honestly wasn't sure if we'd make it, but we decided to give it everything we had. What else was I going to do—quit? Retire? I love this business!

We survived a perfect storm!! I thank God we made it through without closing our doors, or laying anyone off!

If you haven't been in recently, I want to personally invite you to come in. We offer ammo, accessories, ranges, firearm training, CPL classes, and expert advice.



The Allen Family

Looking Ahead

I remain hopeful, based upon recent statements from the new Trump administration, that there will be a reversal of these unfair ATF decisions <https://www.gunowners.org/doj-and-atf-repeal-zero-tolerance-policy-major-second-amendment-win-for-the-trump-administration/>. We weren't the only gun shop targeted. Many others in our industry are no longer in business. I am thankful that we are still in business, and we are 100% committed to serving our community.

Thank you for your continued business and God Bless The USA!

Kindest Regards,
Al Allen - President

We can't wait to welcome you back to Double Action—come see the improvements for yourself and make some noise on the range!

Tuesday – Friday: 10:00 am – 6:00 pm

Saturday & Sunday: 10:00 am – 5:00 pm

Monday: Closed

Double Action Indoor Shooting Center & Gun Shop
32411 Dequindre
Madison Heights, MI 48071

[\(248\) 588-4488](tel:(248)588-4488)

info@doubleaction.com

<https://doubleaction.com>