

The RL-450

We need to look at one more of Mike Dillon's innovative presses to see the full scope of where he started and how we got where we are today. We've seen the RL-1000, which cost too much for the average consumer to afford. Then we looked at the RL-300, which cost Mike too much to make. Finally we come to the RL-450 which hit the mark on affordability both for the consumer and for the manufacturer.

Mike learned from the past and made the RL-450 with a strong, but much more affordable, cast frame. He also kept the automation to a minimum, which again helped keep the price down. The RL-450 was such a great value that the price was around half of what the RL-300 had cost and it was still affordable to produce. The RL-450 was so successful that Mike started to get the attention of the major players in the reloading industry at the time. Here's what Mike had to say about that in [The Highly Irregular and Somewhat Improbable History of Dillon Precision Products](#),

"By 1984, both Hornady and RCBS either had introduced or were preparing to introduce their own progressive reloaders, and they were much stronger than us in the distributor market. I wasn't going to fight their fight. All good fighter pilots know that you don't fight the other guy's fight. Instead, I went into direct marketing. This was a go-for-broke thing. I spent every dollar I could raise on advertising. We had to sell 500 machines that month to pay for all the advertising we had purchased – we sold 5000."

This ad from the March 1984 edition of Gun's & Ammo shows the RL-450 at a mere \$185, a far cry from the \$2475 that the RL-1000 had cost. No wonder he sold 10 times his goal for that month.

Finally reloaders had access to a machine that could reload hundreds of rounds per hour and do it affordably.

Dillon Precision's Reloading Bench

News and information for reloaders

<http://dillonprecision.net>

American RIFLEMAN
The RL-450 is an easy machine to use... is simple and fast. Ammunition reloaded on the RL-450 gave uniform results, functional reliability, and good accuracy.

AMERICAN HANDGUNNER Phil Biggs says
... this reloader is the one to have if you'd rather shoot than reload. There's no penalty for the speed.

SHOOTING TIMES Rick Jamason
Dillon's RL-450 Press: "A masterpiece of simplicity in a progressive reloading tool."



GUNS-AMMO Art Blatt says
The Dillon RL-450 actually surpasses the manufacturer's claims. Its most desirable feature is its versatility. Dillon's newest creation reduces reloading time and produces a high quality reloaded metallic cartridge.

RL-450 AMMO WINS
1983 Bianchi Cup 1st Place
1983 IPSC Nationals 1st Place
1983 IPSC Nationals 2nd Place
1983 IPSC World Match 1st Place

ONE GOOD BULLET can make the difference between winning or being dead iast.

Now The Dillon RL-450

Factory Direct \$185.00 complete (Less Dies)

EVEN BIGGER SURPRISE
Those of you who have been following the magazine reviews already know that Dillon Precision's RL-450 has done more to bring down the price of progressive reloading than any other machine ever manufactured. Shooters who have used the 450 were immediately surprised that they could assemble 400 rounds in a single hour. Now Dillon has an even bigger surprise. By marketing our products direct to our customers we can now sell you a complete RL-450 for only \$185.00 instead of \$365.00. This new price even includes both large and small powder bars.

SPEED & ACCURACY
World combat pistol champion Rob Leatham says, "I soon realized the accuracy and consistency of the ammo assembled on the Dillon 450 was better than the ammo I had loaded on my single stage press. Not only was I spending less time reloading — I was getting better ammunition."

A PLAN
We at Dillon Precision Products had a plan to make shooting easier for everyone. We wanted to create a progressive loading machine that would be versatile enough to load both rifle & pistol calibers. It had to be easy to operate. It had to out-perform, out-produce and out-class the competition. Most of all it had to fit within the budget of any serious shooter. Now, by factory direct sales we are able to realize that goal.

TWIN MYTHS EXPLODED
For years gun writers had advanced the notion that progressive loading machines did not produce ammunition as accurate as that loaded on a single stage press.
At the same time the factories were telling us that factory ammunition was better than any reloads. Well, when the smoke cleared at the three biggest matches of 1983, not one of the winners had shot factory ammo — all of the winners had loaded their ammo on Dillon 450 Progressive Machines.

TRUTH IN OLD SAYINGS
"When you want something done right, do it yourself."
In these days of government interference, large factories are no longer free to hire who they want or fire those who don't give a damn about the quality of their work. So if the quality of your ammunition is important to you... load it yourself. Ask Ray Chapman of the Chapman Academy in Columbia, Missouri. A factory round with NO FLASH HOLE knocked him out of the running in the 1977 world match in Rhoadesa. Chapman says, "I have a whole collection of factory rounds that failed. Some had no anvil in the primer, some had burred necks that caused jams, some had no compound in the primer cup and several had no flash holes. Chapman emphasizes, "One of the first things I tell the students who come to my academy is that they can reload better ammunition than the factories make. On police duty I always carry my own reloads — I know mine work."
If you are a serious match shooter or if you're loading that "one good bullet" that you may have to one day use to "shoot for your life," do it yourself.



DO IT TODAY
Ordering a Dillon RL-450 is simple by phone or mail.
BY PHONE: Call us toll free. A member of our sales staff will be glad to answer any questions and take your order. (Please have your Visa or Master Card handy when you call.)
CALL TOLL FREE 800-421-7632 IN ARIZONA 948-6009
BY MAIL: We'll need to know your name, address, daytime phone number and what caliber you will want to load. Please enclose a bank check, money order or card number and expiration date from your Visa or Master Card.
THE DILLON RL-450 \$185.00 (less dies). Arizona Residents add 6% sales tax.
NOTE: This \$185.00 price now includes the shell plate, powder funnel AND both large and small primer systems.
QUICK CONVERSION KIT for other calibers \$21.00.

Speedy Delivery
If you order with a bank check, money order, credit card, or wire transfer, your order is processed for shipment immediately. Personal or company checks require an additional 15 days.
Write or call for the new factory direct pricing on all Dillon Products.

SYMBOL OF EXCELLENCE & STANDARD OF THE INDUSTRY
Last year more than one hundred million rounds of ammunition were loaded on Dillon machines. That's probably more ammunition than was loaded on all other loading presses put together. As the stainless steel Dillon RL-1000 became the standard of excellence among commercial loaders, the Dillon RL-450 has become the standard of the industry among serious shooters. How could a small company like Dillon claim such a large part of the ammunition market in such a short time?

SIMPLE DESIGN & REASONABLE PRICE
The Dillon 450 is a major breakthrough. The 450 is not only efficient, it's simple. As the 450's four position shell plate rotates, the cartridge cases are carried around first to the size and de-cap die (where it is sized, decapped and primed), second to the powder and expand die and then to bullet seat die and finally to the crimp die. A loaded round is removed after each stroke and an empty case fed in. This means it only takes 50 strokes to make fifty rounds, or about eight minutes. The 450 comes with an easy to use primer system and match accurate powder measure.

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The RL-450 is out of production but [Dillon Precision Products](#) still offers parts and [upgrade kits](#) that allow you to turn that RL-450 into an RL550 B. When you examine the RL-450 you can readily see the designs that are still in use on the [RL550 B](#) and the [XL650](#) both of which continue to lead the industry in quality and performance.

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