

2005 New Rifle Product Introductions

Model 700 SPS (Special Purpose Synthetic)

A high value proposition replacement for the Model 700 ADL SYN line. This product features a new more cosmetically appealing synthetic stock, hinged floor plate magazine and R3 recoil pad. Standard short action and long action caliber offerings feature a 24", matte blued, clean barrel, barreled action. Magnum and Ultra Magnum offerings feature a 26" barrel. This product will be priced at the same retail price point as the Model 700 ADL Synthetic, with a suggested retail price of around \$500.00.

Key Message

Value, value, value. This is a fully featured Model 700 rifle at an extremely competitive price. We are offering all of the key features previously offered only on a higher priced version of the most accurate and perhaps the most popular bolt-action centerfire rifle in America.

Principal Competitors

Weatherby Vanguard, Tikka T3, Savage 110, Ruger M77, Winchester M70 Black Shadow

Likely Distribution Channels

All channels, high emphasis will be placed on this product from the regional chains.

Model 700 SPS Stainless (Special Purpose Synthetic Stainless)

Again, reiterating the points above, this is a fully featured product at a competitive price point never before offered by Remington. The product features the same stock as the SPS with a stainless steel barreled action offered in the same configuration and same finish level as the blued rifle. Suggested retail price will be around \$600.00.

Key Message

Again, tremendous value without sacrificing performance. This product is all about bringing the consumer a fully featured hunting tool at an unbelievable price point.

Principal Competitors

Weatherby Vanguard Stainless, Tikka T3 Stainless, Ruger M77 Stainless

Likely Distribution Channels

All channels, high emphasis will be placed on this product from the regional chains.

Model 700 XCR (Xtreme Conditions Rifle)

This is a cutting edge rifle from Remington. Based on the legendary Model 700 platform, this offering features a stainless steel barreled action coated with a zirconium based PVD (Plasma Vapor Deposition) coating that is far superior to stainless steel alone due to its scratch resistance (hardness of about 90 Rockwell – scrape it with an ordinary piece of steel and you will deposit steel on the surface rather than scratch the rifle) and corrosion resistance (other stainless steel rifles contain a percentage of carbon in the stainless steel stock which will rust when exposed to the elements). The stock is a new synthetic design featuring rubber overmolding technology from Hogue that incorporates rubber overmolded panels in the grip and fore end areas. Features a clean barrel (24" on std calibers, 26" on magnums {375 H&H and 375 Remington Ultra Mag feature 24" barrels with iron sights for dangerous game), hinged floorplate magazine and R3 recoil pad.

Key Message

A serious rifle for the serious hunter. A techno-hunter's dream rifle. This is a high-end rifle from Remington, a "Halo" product for the Model 700 family. Not an entry level priced rifle. We must educate the consumer on the PVD coating and it's unique characteristics. This product needs to be positioned as the king of the factory stainless rifles.

Principal Competitors

Winchester M70 Ultimate Shadow, Browning A-Bolt Stainless, Ruger M77 stainless (to a degree), Sako 75 Stainless Composite

Likely Distribution Channels

This will primarily be a wholesaler to dealer offering with some play at the upper end chain sector such as Bass Pro, Cabela's, and Gander Mountain. Also a heavy Buying Group product.

Model XR-100 Single Shot Target Rifle

A first for Remington, this is a single shot target rifle based of the legendary XP-100 single shot target pistol action. The product will be fitted with a Model 40-XB target trigger that is adjustable externally for trigger pull weight from 1 1/2 lbs - 3 1/2 lbs. The barrel is our varmint contour 26" configuration (satin blued barrel and receiver). The action is fitted to a gray laminate thumbhole stock with beavertail fore end and lightening/vent cuts in the fore end under the barrel channel to aid in heat dissipation. The single shot, solid bottom receiver offers the most rigid and stable action design for precision accuracy.

Key Message

The average Joe (or Josephine), now has an affordable target rifle from Remington. Priced at about half of what the consumer would pay for a traditional custom grade target rifle, the consumer now has an offering available to him or her that comes from the factory configured to shoot competitively. Need to make sure the consumer understands the receiver rigidity message with the single shot, solid bottom receiver.

Principal Competitors

This product is rather unique, although some competitive pressure is expected from Savage in their low price point Model 40 rifle and their higher priced varmint rifles configured with the Accuttrigger. It has been echoed by our trade customers that while consumers have gravitated toward the Accuttrigger offerings, the Savage rifle does not have the allure nor the reputation that Remington has built in bolt-action centerfire rifles.

Likely Distribution Channels

Primarily wholesaler to dealer and through the Buying Groups. Maybe some play at Bass Pro, Cabela's, and Gander Mountain.

Model 700 VS SF - Varmint Synthetic Stainless Fluted (New Offering)

The existing Model 700 VS SF gets a face lift. Features newly reconfigured H.S. Precision hand laid up composite stock with full length aluminum bedding block. Stock is reinforced with graphite and aramid fiber. Styling changes include a new ergonomically contoured beavertail fore end, palm swell, twin front swivel studs for a sling and a bi pod. Stock color will be black with spruce green webbing. Features existing VS SF barreled action, only now with blackened flutes.

Key Message

Remington offers the serious varmint hunter more options than any other manufacturer, geared for serious business. The Remington VS family offers the varmint hunter the finest platform available in a factory rifle.

Principal Competitors

Savage Accutripper offerings are the single greatest threat to the Remington Varmint line.

Likely Distribution Channels

Primarily wholesaler to dealer and through the Buying Groups.

Model 700 VSF – Varmint Synthetic Fluted (New Offering)

Like the VSSF, the standard VS gets a make over. New stock design is exactly like VSSF, on in a desert tan color with black webbing. Traditional blued VS action now features a fluted barrel for enhanced heat dissipation. Left-hand offerings are available in this configuration.

Key Message

Same as VSSF above.

Principal Competitors

Same as VSSF above.

Likely Distribution Channels

Same as VSSF above.

Model 504-T LS HB (Target Laminate Stock – Heavy Barrel)

Target/varmint version of the Model 504. Features a brown laminate varmint stock with free-floating barrel and monte carlo stock. Features heavy target contour barrel (0.90" at muzzle). Satin blued finish. Available in 22LR & 17HMR. 22LR features an Eley Match EPS chamber.

Key Message

Model 504 is a serious rifle, now available for serious varmint and target shooting.

Principle Competitors

Kimber

Likely Distribution Channels

Primarily wholesaler distribution and through the Buying Groups.

Notable Deletions

- Model 700 ADL SYN
- Model 700 BDL LH
- Model 700 BDL SS (some subject to stock)
- Model 700 LSS
- Model 700 LSS LH
- Model 700 Sendero SF
- Model 700 BDL DM
- Model 700 BDL SS DM
- Model 700 ML (entire category)
- Model 7400 Weathermaster