

Remington Domestic Firearms Line
Marketing/Product Plan for 2008

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2008 Spring/Seasonal Products Overview

The 2008 Spring/Seasonal Products line will consist of a large menagerie of products from both the shotgun and rifle lines that are geared towards the “seasonal” categories typically consisting of Turkey hunting, Varmint/Predator hunting, and all aspects of the Target shooting sports (both Shotgun and Rifle). These products are seasonal in nature in that the bulk of orders will occur from August thru November and sell through will occur from January through April/May in any given year. Knowing this, it makes sense to gear factory production of these firearms to the time of year where these said firearms would be ready for warehouse position during the final quarter of the year before the spring program is to begin. For instance, in order to be prepared for Spring 2008 orders, production of all SKU’s on the spring program (ideally) should begin in October 2007 and run through January 2008—with the ultimate plan to produce those items within that window only, and not resume production until the following Spring program time span for 2009.

From my end, I plan to have the following year’s Spring program finalized—from a new product addition and deletion perspective—done by mid April of the previous year (Ex. April 2007 for the Spring 2008 product line). As a part of this process, I will communicate these additions/deletions to the appropriate persons via a listing of all proposed deletions, and a posting of all New Product Proposals (NPPs) during this time span. This will give production time to begin gearing up for the new products, as well as giving them time to scale back current production of products that are slated to be deleted from the product line.

2008 Spring Program Additions

The Model 11-87 Sportsman S-MAG Thumbhole Turkey Camo is meant to replace the current model with the Boyd's Laminated TH-Stock. With the new Ambidextrous Synthetic TH-Stock, this model will achieve two-fold benefits in that it will be cheaper to produce (by about \$70 per unit), and it will serve a market where both Left and Right Handed shooters can use one gun. This gun will be an addition to the current 11-87 Sportsman line of shotguns as we implement a plan to phase out the current 11-87 SPS line of shotguns. Features will include:

- 21" Rifle Sighted barrel
- Tru-Glo (same as on 29517) fiber optic sights
- Wingmaster HD Extended Rem-Choke
- Receiver Drilled & Tapped for scope mounts
- Realtree AP-Green HD Camo
- Part # F97097—Black Sling included with gun
- Molded in rear sling swivel stud-front stud in mag cap
- Will utilize new "R3 SuperCell" recoil pad technology

MSP
Invoice
FET
RemCash
cost
\$Margin
%Margin
694

\$ 645
\$ 65
\$ 581

317

\$ 264

45%

RAMAC #: 83601 Forecast: 1500 Units

The Model 870 SPS S-MAG Thumbhole Turkey Camo is meant to replace the current model with the Boyd's Laminated TH-Stock. With the new Ambidextrous Synthetic TH-Stock, this model will achieve two-fold benefits in that it will be cheaper to produce (by about \$70 per unit), and it will serve a market where both Left and Right Handed shooters can use one gun.

- 21" Rifle Sighted barrel
- Tru-Glo (same as on 29517) fiber optic sights
- Turkey Super Full Rem-Choke
- Realtree AP-Green HD Camo
- Receiver Drilled & Tapped for scope mounts
- Part # F97097—Black Sling included with gun
- Molded in sling swivel stud-front stud in mag cap
- Will utilize new "R3 SuperCell" recoil pad technology

MSP
Invoice

	FET
	RemCash
	cost
	\$Margin
	%Margin
	449
\$ 418	
\$ 42	
\$ 376	
	219
\$ 157	
	42%
RAMAC #:81061	Forecast: 2500 Units

The Model 870 Express Magnum Synthetic Thumbhole Camo is meant to offer a synthetic stocked Ambidextrous Thumbhole (camo stock and fore-end) Turkey gun in the current Model 870 Express Magnum line. This gun will have Mossy Oak Obsession camo stock and fore-end (new camo pattern to the line) and a drilled and tapped receiver (also new to the Express line). Features will include:

- 12 Ga. 21" Vent-Rib bead sighted barrel
- Standard Express finish on barrel and receiver
- Supplied with a Turkey Extra Full Rem-Choke
- Synthetic Thumbhole stock with integrated sling swivel attachment
- Mossy Oak Obsession camo stock and fore-end
- Shoots both 2 3/4" and 3" shells
- Drilled & Tapped receiver

	MSP
	Invoice
	FET
	RemCash
	cost
	\$Margin
	%Margin
	359
\$ 334	
\$ 33	
\$ 300	
	175
\$ 125	
	42%
RAMAC #:81114	Forecast: 2500 Units

The Model 1100 "PREMIER" Sporting Line is meant to be a complimentary line of Sporting Shotguns in its introductory year. These guns will be offered in the 2008 Spring Program along side of the current Model 1100 sporting series (due to excess on hand inventory) with an eventual plan (2009) to phase out the current models and leave the new Model 1100 Premier Sporting Line as the "Premier" Sporting line of 1100 shotguns. Meant to upgrade the look and image of the line to bring a new enthusiasm to the sporting market, and fully compete with competitive offerings. All guns will feature:

- Nickel Receivers with Gold Inlay
- New Sporting Roll-mark Embellishments on receivers
- Gold Triggers and gold embellishments on receivers
- Line will mirror current line with respect to gauges and specifications
- Will utilize new “Sporting—R3 SuperCell” recoil pad technology

Model 1100 Premier Sporting 12

	MSP
	Invoice
	FET
	RemCash
	cost
	\$Margin
	%Margin
	899
\$ 847	
\$ 85	
\$ 762	
	494
\$ 248	
	33%

RAMAC #: 82842 Forecast: 500 Units

Model 1100 Premier Sporting 20

	MSP
	Invoice
	FET
	RemCash
	cost
	\$Margin
	%Margin
	899
\$ 847	
\$ 85	
\$ 762	
	506
\$ 248	
	33%

RAMAC #: 82846 Forecast: 500 Units

Model 1100 Premier Sporting 28

MSP
Invoice
FET
RemCash

	cost
	\$Margin
	%Margin
	949
\$ 856	
\$ 86	
\$ 770	
	532
\$ 238	
	31%
RAMAC #: 82854 Forecast: 1,000 Units	

Model 1100 Premier Sporting .410

	MSP
	Invoice
	FET
	RemCash
	cost
	\$Margin
	%Margin
	949
\$ 856	
\$ 86	
\$ 770	
	565
\$ 205	
	27%
RAMAC #:82858 Forecast: 750 Units	

The Model 700 VTR (Varmint-Tactical Rifle) will be a unique rifle meant to double as a Varmint/Tactical crossover style rifle to fully take advantage of both markets, and achieve broader scope for the market for this firearm. This gun will be a compact-short—action Model 700 rifle with Tactical style “Triangular” barrel fluting and integral Muzzle Break. Features will include

- Green Stock w/black overmold-like on XCR guns
- .223 model to have “Tactical” style 1 in 9” twist
- .308 model to have “Tactical” style 1 in 12” twist
- 22” bbl w/ Integrated Muzzle Break design & Triangular bbl fluting
- Will utilize new “R3 SuperCell” recoil pad technology
- X-Mark Pro trigger

MSP
Invoice
FET

	RemCash
	cost
	\$Margin
	%Margin
	589
\$ 520	
\$ 52	
\$ 468	
	235
\$ 233	
	50%
RAMAC #: 84370 .223 Rem— Forecast: 900 Units	
RAMAC #: 84371 .308 Win— Forecast: 1,000 Units	

The Model Seven “Predator” Full Camo gun will be a unique to the line offering as aimed at the ever expanding “Predator/Varmint” hunting market—as well as appeal to consumers via the “Cool” factor produced by a full camo gun. The Model Seven platform naturally lends itself to a lightweight compact gun of this type and will feature:

- Full Coverage in Mossy Oak Brush Camo
- Fluted—Magnum contour 22” barrel
- X-Mark Pro trigger
- Dual front swivel studs (one rear stud)
- Synthetic stock (same style as on Model Seven XCR)
- Available in: 17 Rem F/B, .204 Ruger, .22-250 Rem, .223 Rem
- Will utilize new “R3 SuperCell” recoil pad technology

	MSP
	Invoice
	FET
	RemCash
	cost
	\$Margin
	%Margin
	599
\$ 529	
\$ 53	
\$ 476	
	280
\$ 196	
	41%
RAMAC #: 85950 17 RFB— Forecast: 400 Units	
RAMAC #: 85951 .204 Ruger— Forecast: 400 Units	
RAMAC #: 85952 .22-250 Rem— Forecast: 500 Units	
RAMAC #: 85953 .223 Rem— Forecast: 500 Units	
RAMAC #: <u>TBD</u> .243 Win— Forecast: 400 Units	

The Model 700 VSSF – II Caliber addition is meant to further increase firearms support for the 17 Remington Fireball caliber, and make up for the deletion of the Model 700 VSF line (in 17 RFB). Features will include:

- Add .17 Remington Fireball caliber to VSSF II line
- Same Specifications as current line of VSSF II guns
- X-Mark Pro trigger

	MSP
	Invoice
	FET
	RemCash
	cost
	\$Margin
	%Margin
	939
\$ 847	
\$ 85	
\$ 762	
	369
\$ 393	
	52%

RAMAC #: 84352 Forecast: 500 Units

The Model 700 SPS Varmint LEFT HAND line will basically mirror the current Model 700 SPS Varmint line and play off the successes of the line, as well as provide a price point offering (in this category) for left-hand shooters, as well as fill the void left by the deletion of the Model 700 VSF-Left hand line. Features will include:

- Same basic features and specifications as the current line
- 26" Heavy contour barrel
- X-Mark Pro trigger

	MSP
	Invoice
	FET
	RemCash
	cost
	\$Margin
	%Margin
	505
\$ 456	
\$ 46	
\$ 410	
	230
\$ 180	
	44%

RAMAC #: 84225 17 Rem Fireball— Forecast: 450 Units

RAMAC #: 84226 .22-250 Rem.— Forecast: 600 Units

RAMAC #: 84227 .223 Rem.— Forecast: 700 Units

RAMAC #: 84228 .243 Win.— Forecast: 250 Units

RAMAC #: 84229 .308 Win.— Forecast: 600 Units

The Model 597 “yellow jacket” style Heavy Barrel Stainless TVP (Target-Varmint-Plinker) rifle is meant to introduce an ambidextrous Thumbhole Target Style .22 rimfire to

the line. This rifle will fill the void left by the deletion of 3 SKU's from the Model 597 line (26565, 26556, & 26579). Features will include:

- Stainless Heavy Barrel—20" 22LR Model
- Boyd's "shady camo" laminate Ambidextrous TH Stock
- Laser engraved pistol grip area with "597 Target" design

MSP
Invoice
FET
RemCash
cost
\$Margin
%Margin
399

\$ 360
\$ 36
\$ 324

195

\$ 129

40%

RAMAC #: 80852

Forecast: 1,500 Units

The Model 597 in Mossy Oak "Blaze" (ORANGE) camo is intended to bring a unique new look to the Model 597 line (to appeal to a different market) with unparalleled shelf appeal, this gun will literally pop off the shelf. Same gun as a 26550, but with an orange Tru-Glo fiber optic front sight, and a synthetic stock with Mossy Oak Blaze (ORANGE) camo. Features will include:

- Same basic features as current (26550) Model 597
- Tru-Glo Fiber Optic (orange) front sight
- Mossy Oak Blaze (ORANGE) Camo stock
- 20" carbon steel barrel

MSP
Invoice
FET
RemCash
cost
\$Margin
%Margin
189

\$ 176
\$ 18
\$ 158

118

\$ 40

25%

RAMAC #: 80853

Forecast: 2,000 Units

The Model 597 in Mossy Oak "(PINK)-Blaze" camo is intended to bring a unique new look to the Model 597 line (to appeal to a different market) with unparalleled shelf appeal, this gun will literally pop off the shelf. Same gun as a 26550, but with a synthetic stock with Mossy Oak (PINK) -Blaze camo (which is a REMINGTON Exclusive). Features will include:

- Same basic features as current (26550) Model 597
- REMINGTON Exclusive Camo pattern

- Mossy Oak (PINK) Blaze Camo stock
- 20" carbon steel barrel

		MSP
		Invoice
		FET
		RemCash
		cost
		\$Margin
		%Margin
		189
\$	176	
\$	18	
\$	158	
		118
\$	40	
		25%

RAMAC #: TBD Forecast: 1,500 Units

The Model 770 Stainless Camo is meant to offer a "price-point" ready to shoot out of the box rifle with the "upgraded" features of stainless and camo, to capture a larger piece of the pie in this market. Features will include:

- Realtree AP-HD camo stock
- All the great features currently in the Model 770 Line
- Stainless barrel with matching action and bolt
- 3-9 x 40mm scope, mounted and bore-sighted at factory

		Unit Pricing
		MSP
		Invoice
		FET
		RemCash
		cost
		\$Margin
		%Margin
		STD. CALIBERS
		399
\$	360	
\$	36	
\$	324	
		201
\$	123	
		38%
		MAG.& UM CAL.
		399
\$	360	
\$	36	
\$	324	
		201
\$	123	
		38%

RAMAC #: 85655 .270 Win.— Forecast: 1500 Units

RAMAC #: 85656 .30-06 Sprg.— Forecast: 1500 Units

RAMAC #: 85657 7mm Rem Mag.— Forecast: 1000 Units

RAMAC #: 85658 .300 Win Mag.— Forecast: 1000 Units

2008 Spring Program Deletions

29517
 11-87 SP-T TH Turkey(Camo)23"
 29519
 11-87 SPS-T Super Mag(Camo)23"
 25241
 Model 1100 Tournament Skeet 12/26"
 29595
 Model 1100 Tournament Skeet 20/26"
 25315
 Model 1100 Sporting 12 12/28"
 25399
 Model 1100 Sporting 20 20/28"
 29583
 Model 1100 Sporting 28 28/27"
 29549
 Model 1100 Sporting 410 .410/27"
 25189
 870 SP-T-Hole Full Camo TKY 12/23"
 25007
 870 SPS-T Full Camo 12/23
 25131
 870 Exp. S. Mag. Full Camo 12/23"
 25106
 870 Exp. S. Mag. Turkey Black Syn. 12/23"
 25573
 870 Exp. Mag. Turkey Brown Lam. 12/21"
 26183
 Model 700 LV-SF .17 Remington/22"
 26196
 Model 700 I.V-SF .204 Ruger/22"
 26185
 Model 700 LV-SF .221 Rem. Fireball/22"
 26187
 Model 700 I.V-SF .223 Remington/22"
 26189
 Model 700 I.V-SF .22-250 Remington/22"
 84360
 Model 700 VSF .17 Rem Fireball/26"
 27257
 Model 700 VSF .22-250 Rem /26"
 27259
 Model 700 VSF .223 Rem/26"
 27261
 Model 700 VSF .308 Win/26"
 27493
 Model 700 VLS 6mm Rem/26"
 27275
 Model 700 VSF-LII .22-250 Rem /26"
 27277
 Model 700 VSF-LH .223 Rem/26"
 27279
 Model 700 VSF-LII .308 Win/26"
 26565

Model 597 Standard Synthetic Stainless .22 LR
26556
Model 597 LSS (Laminate Stainless) .22 LR
26579
Model 597-HB Laminate .22 LR

2008 Full Line Shotguns Overview

Two unique changes are on tap for the 2008 Full line of Shotguns. First we have the all new Model 887 "Overmold" Super Magnum pump shotgun. Representing the future in Remington pump shotgun technology, the Model 887 is totally encased in a space-age polymer to help resist rust and corrosion, and make for a very unique and "Techy" looking pump shotgun. Based upon the successes of the Model 870 Express Super Magnum shotguns, the new Model 887 will take the place of the current line of Model 870 Express Super Magnum shotguns.

The introductory offering will consist of a family of 4 guns which will include the following: 12/28" and a 12/26" black guns, a 12/22" Full Camo Turkey Model, and a 12/28" Full Camo Waterfowl Model.

The 11-87 Shotgun family will be re-organized in the following manner: All of the current Model 11-87 SPS shotguns will be phased out, and four similar models will be rolled-over into the Model 11-87 Sportsman line of shotguns. Among these will be a Waterfowl model, a full camo Thumbhole Turkey Model, an all black synthetic model, and a camo stock and fore-end Fully Rifled Cantilever model. In order to capitalize on the successes of the 11-87 Sportsman line, we will introduce the 11-87 Super Magnum models and benefit two-fold: enjoy higher margins on the Super Magnum guns, and increase sales volume in the category, while at the same time, offering comparable firearms (that were available in the 11-87 SPS Line) at a more economical price point to help drive sales. Also, all current Model 11-87 shotguns with synthetic short stocks will be converted to the **NEW** synthetic short stock design.

The 1100 G3 family of shotguns will expand with a 12/28" Left hand version to offer a firearm to the left hand shooters (filling a gap that has been present since the deletion of the Left hand 11-87 Premier).

The 870 Express Magnum line will essentially stay the same with a few minor changes and deletions, the most notable change of which will incorporate a **NEW** synthetic short stock design on all currently produced synthetic stocked models.

The final major change for the entire shotgun line is the **NEW** R3 "SuperCell" pad which will be added to most new shotgun products, and all of our shotguns currently using the R3 recoil pad. The gist of this new pad is described in the following paragraphs:

Introducing the NEW R3 Recoil Pad with patented REMINGTON SuperCell Technology—

R₃
SuperCell

We've made a great product even better...

The legendary R3 recoil pad has been a mainstay in the Remington line for years, and it is well known in hunting and shooting circles worldwide as the performance leader in recoil reduction—We've taken that technology and made it even better!

To begin with we have incorporated a slick new surface that won't kink and bind with your clothing when you mount your gun in the heat of the moment to ensure safe, reliable, and dependable gun mounts time after time.

Below the surface, we've been working even harder with the incorporation of literally millions of tiny "SuperCells" of varying size and shape that work together to diminish recoil with an instantaneous compression of these "SuperCells" in the areas where it counts most, to help you concentrate on the intended target, and remain on target for ultra-quick follow up shots.

The compression of these cells begins at the exact moment of the shot and transfers the energy via a virtual Matrix of tiny cellular air chambers embedded deep within the pad, from the buttstock to your shoulder, the energy is displaced via these "SuperCells" and with the instantaneous dispersion through such a large number of cellular air chambers, little recoil is left to reach your shoulder—enabling you to make the perfect shot—and repeat it—time after time!!!

2008 Full Line Shotgun Additions

Note: See 2008 Spring Line Additions also

The Model 887 Super Magnum Series of synthetic overmold pump shotguns represents the future in pump shotgun technology. The introductory family of guns will feature two "Black" guns—12/26" & 12/28" synthetic overmolded guns, with two complimentary full camo guns: a waterfowl gun 12/28" with full camo Realtree Maxx 4 camo, and a 12/22" Turkey gun with full camo Realtree AP-Green HD. These guns will effectively replace the current Model 870 Express Super Magnum line of shotguns for the 2008 product line. Models/Features will include:

Model 887 Super Magnum (Black Synthetic):

- Two offerings—one 12 Ga. with 26" barrel and one 12 Ga. with 28" barrel
- Full synthetic/polymer overmolding technology employed on entire gun
- Both guns will utilize the new "R3 SuperCell" Long recoil pad technology
- Accepts current Rem-Choke (extended Modified included)
- Molded in sling swivel stud rear (in mag cap for front)
- Exclusive Hi-Viz integrated sight system
- Super Magnum capable (2 3/4", 3", and 3.5")

- Receiver to be drilled and tapped or integrated dovetail design

MSP
Invoice
FET
RemCash
cost
\$Margin
%Margin
299

\$ 264
\$ 26
\$ 238

130

\$ 108

45%

RAMAC #: 82500 (12/28") Forecast: 15,000 Units

RAMAC #: 82501 (12/26") Forecast: 10,000 Units

Model 887 Waterfowler Super Magnum:

- Features Realtree Maxx 4 camo
- Full synthetic/polymer overmolding technology employed on entire gun
- Will utilize the new "R3 SuperCell" Long recoil pad technology
- Accepts current Rem-Choke (extended Wingmaster HD tube included)
- Molded in sling swivel stud rear (in mag cap for front)
- Exclusive Hi-Viz integrated sight system
- 12 Ga. 28" barrel Super Magnum capable (2 ¾", 3", and 3.5")
- Receiver to be drilled and tapped or integrated dovetail design

MSP
Invoice
FET
RemCash
cost
\$Margin
%Margin
379

\$ 335
\$ 33
\$ 301

175

\$ 126

42%

RAMAC #: 82502 Forecast: 2,500 Units

Model 887 Turkey Super Magnum: (Note: Will be on Spring Program)

- Features Realtree AP-Green HD Camo
- Full synthetic/polymer overmolding technology employed on entire gun
- Will utilize the new "R3 SuperCell" Long recoil pad technology
- Accepts current Rem-Choke (extended Wingmaster HD tube included)
- Molded in sling swivel stud rear (in mag cap for front)
- Exclusive Hi-Viz integrated sight system
- 12 Ga. 22" barrel Super Magnum capable (2 ¾", 3", and 3.5")

14

- Receiver to be drilled and tapped or integrated dovetail design

		MSP
		Invoice
		FET
		RemCash
		cost
		\$Margin
		%Margin
		379
\$ 35		
\$ 33		
\$ 301		
		175
\$ 126		
		42%

RAMAC #: 82503 Forecast: 2,000 Units

The Model 1100 G3 Left Hand 12/28" gun is meant to further expand the Model 1100 G3 line of shotguns via an offering for Left Hand shooters. This gun will basically fill the void left in the line from the deletion of the 11-87 Premier Left hand model. This gun will retain all of the features and specifications of 26418 but in a left hand version. Features will include:

- 12 Ga. 28" barrel
- Same great receiver finish, high-gloss barrel, and Realwood stock as all G3's
- Will utilize new Remington R3 recoil pad with "SuperCell" technology

		MSP
		Invoice
		FET
		RemCash
		cost
		\$Margin
		%Margin
		949
\$ 56		
\$ 86		
\$ 770		
		499
\$ 271		
		35%

RAMAC #: 82901 Forecast: 600 Units

The Model 11-87 Sportsman Synthetic Ambidextrous Thumbhole FR-CL gun is meant to replace the current model with the Boyd's Laminate TH-Stock. With the new Ambidextrous Synthetic TH-Stock, this model will achieve synergistic results in that it will be cheaper to produce (by about \$70 per unit), and it will serve a market where both Left and Right Handed shooters can use one gun. This gun will be an addition to the current 11-87 Sportsman line of shotguns as we implement a plan to phase out the current 11-87 SPS line of shotguns. Plan to market this gun with the "Buckmasters" theme to tie this gun in with the strong recognition/presence that

this organization has become so well known for in Deer hunting circles. Features will include:

- “Buckmasters” logo Roll-mark embellished into receiver
- 12 Ga. 21” FR-CL barrel
- Part # F97097--Black Sling included with gun
- Molded in rear sling swivel stud-front stud in mag cap
- Realtree Hardwoods-HD camo (same as on Model 700 SPS Buckmasters)
- Will utilize new Remington R3 recoil pad with “SuperCell” technology

MSP
Invoice
FET
RemCash
cost
\$Margin
%Margin
734

\$ 683
\$ 68
\$ 614

270

\$ 344

56%

RAMAC #: 83602

Forecast: 1,000 Units

The Model 870 Sportsman SYN. Ambidextrous Thumbhole FR-CL gun is meant to replace the current model with the Boyd’s Laminate TH-Stock. With the new Ambidextrous Synthetic TH-Stock, this model will achieve synergistic results in that it will be cheaper to produce (by about \$70 per unit), and it will serve a market where both Left and Right Handed shooters can use one gun. Market this gun with “Buckmasters” theme to tie this gun in with the strong recognition/presence that this organization has become so well known for in Deer hunting circles.

Features will include:

- “Buckmasters” logo Roll-mark embellished into receiver
- 12 Ga. 21” FR-CL barrel
- Part # F97097--Black Sling included with gun
- Molded in rear sling swivel stud-front stud in mag cap
- Realtree Hardwoods-HD camo (same as on Model 700 SPS Buckmasters)
- Will utilize new Remington R3 recoil pad with “SuperCell” technology

MSP
Invoice
FET
RemCash
cost
\$Margin
%Margin
499

\$ 464
\$ 46
\$ 418

210

16

\$ 208

50%

RAMAC #: 82100

Forecast: 1,200 Units

The Model 11-87 Sportsman Super Magnum Waterfowl gun is meant to replace the (83600) 11-87 Super Magnum SPS Waterfowl model. Since the 11-87 SPS line is going to be phased out similar products will be added to the 11-87 Sportsman line to fill in the void left in regards to product offering. This gun will incorporate many of the same features found in the SPS offering, in a more economical offering. Features will include:

- "Quick-Load" carrier for ease of loading
- NEW Synthetic Short stock design
- Full Camo coating in Mossy Oak Duck Blind camo
- Hi-Viz interchangeable sight system
- New R3 "SuperCell" recoil pad technology
- 12 Ga. 28" barrel with Rem-Choke Wingmaster tube included
- Super Magnum capable (2 ¾", 3", and 3.5")

MSP
Invoice
FET
RemCash
cost
\$Margin
%Margin
694

\$ 626

\$ 63

\$ 563

285

\$ 278

49%

RAMAC #: 83603

Forecast: 1,000 Units

The Model 11-87 Sportsman Super Magnum shotgun is meant to replace the (25337) 11-87 Super Magnum SPS model. Since the 11-87 SPS line is going to be phased out similar products will be added to the 11-87 Sportsman line to fill in the void left in regards to product offering. This gun will incorporate many of the same features found in the current SPS offering, in a more economical package. Features will include:

- New R3 "SuperCell" recoil pad technology
- NEW Synthetic Short stock design
- 12 Ga. 28" barrel with Rem-Choke Modified tube included
- Black Synthetic stock and fore end
- Super Magnum capable (2 ¾", 3", and 3.5")

MSP
Invoice
FET
RemCash
cost
\$Margin
%Margin

17

	604
\$ 545	
\$ 54	
\$ 490	
	245
\$ 245	
	50%
RAMAC #: 83604 Forecast: 1,500 Units	

The Model 870 Express Magnum FR-CL Synthetic Thumbhole is meant to expand the current Model 870 Express line with a unique ambidextrous synthetic Thumbhole (black synthetic) offering. This gun will mirror the features of the current RAMAC# 25090, with the main exception being that it will have the new Thumbhole stock. Features will include:

- Black Synthetic ambidextrous Thumbhole stock
- Integrated rear sling swivel attachment in stock
- 12 Ga. 23" Fully-Rifled Cantilever bbl
- Sling swivel stud in magazine cap
- All of the same great features of the 870 Express

	MSP
	Invoice
	FET
	RemCash
	cost
	\$Margin
	%Margin
	391
\$ 353	
\$ 35	
\$ 317	
	165
\$ 152	
	48%
RAMAC #: 81118 Forecast: 2,500 Units	

2008 Full Line Shotguns Deletions

25337
11-87 SPS Super Mag. Black 28"
25339
11-87 SPS Super Mag. Black 26"
29513
11-87 SPS S. Mag. Full Camo 28"
83600
11-87 SPS Waterfowl MO-DB camo 30"
29919
11-87 Special Purpose TH 21" CL bbl
29825
11-87 Sportsman 20/28" Black Syn.
26925
Model 870 Wingmaster 12/30"
25005
870 SP-Thole Black Lam. 12/23" FR-CL
24955
870 S P Full Camo S.Mag. 12/28"
24953
870 S P Full Camo S.Mag. 12/26"
25100
870 Exp. S. Mag. Brown Lam. 12/28"
25102
870 Exp. S. Mag. Black Syn. 12/26"
25103
870 Exp. S. Mag. Black Syn. 12/28"
25131
870 Exp. S. Mag. Full Camo 12/23"
81101
870 Exp. S. Mag. Full Camo WF 12/30"
25106
870 Exp. S. Mag. Turkey Black Syn. 12/23"
25114
870 Exp. S. Mag. Combo 12/26" & 12/20"
25571
870 Exp. Combo 12/28" & 12/20"RS
25585
870 Exp. Combo 20/28" & 20/20"RS

2008 Full Line Center-fire Rifles Overview

The domestic centerfire rifle line currently contains an offering for every shooting discipline across the board. Therefore, in 2008, relatively few changes will be implemented, and those that are will be meant to compliment products already existing in the line, or to fill market niches. We will have an increased focus on the Left-handed shooter, offering a full line of Model 700 SPS Varmint style rifles in Left-hand configuration, as well as a small family of Model 700 XCR rifles in Left-hand configurations, and a couple of Left-hand Youth models in the Model 700 SPS.

Most of the new rifle offerings will be geared towards the emerging Varmint, Predator & Long-Range Target shooting markets. With products like the full camo Model Seven Predator, the Model 700 BR-V (Bench-rest VARMINT), Model 700 VSSF II caliber addition, the Model 700 XCR Light Tactical rifle, and the Model 700 VTR (Varmint-Tactical-Rifle), we will be positioned to take full advantage of the rapid growth and popularity within this niche of the centerfire rifle market.

We will also be introducing the Model Seven 25th Anniversary edition gun commemorating 25 years of the venerable Model Seven rifle. This gun will be appointed with a custom engraved American Walnut CDL Style stock, deep blued barrel and action, a custom pistol grip medallion, and the new X-Mark Pro trigger.

In addition, all of our Model 700 and Model Seven rifles (and other rifles) that currently use the R3 recoil pad will be converted to use the NEW R3 SuperCell recoil pad technology (see product description in shotguns section).

The finish on the Model 700 BDL series of center-fire rifles will be updated with a "deep-blue high-gloss" Almco finish (reminiscent of the original finishes found on these guns. Also 3 new SKU's will be added to the Model 700 CDL family of guns which will adopt this same "Almco" finish, but will retain the CDL style satin finish stocks.

2008 Full Line Center-fire Rifle Additions
Note: See 2008 Spring Line Additions also

The Model Seven 25th Anniversary gun will capitalize on the ever present market interest generated by an “Anniversary” edition gun. The year 2008 will be the 25th year since the inception of the Model Seven, and the gun will feature a Semi-Gloss finish customized-laser engraved “Model Seven 25th Anniversary” American Walnut stock (same style cut as the Model Seven CDL Stock). The gun will also feature the high-gloss “Almco” deep blued finish, heavy scroll/embellishment (roll-marked) receiver. The pistol grip cap area will include an inset Medallion commemorating the 25th anniversary (design to be finalized by Don Talbot in custom shop). 1st gun produced will go in Remington Museum in Ilion. Features will include:

- Inset Custom Medallion (pewter color to match X-Mark Pro trigger)
- Deep Blued “Almco” receiver, barrel, and bolt (like on old BDL guns)
- Custom Laser engraved American Walnut CDL-Style stock
- Chambered in 7mm-08 Remington
- Gun will feature standard contour 22” barrel
- Laser engraved Remington “R” on floorplate
- Will utilize new Remington R3 recoil pad with “SuperCell” technology

\$ 659
 \$ 66
 \$ 593

MSP
 Invoice
 FET
 RemCash
 cost
 \$Margin
 %Margin
 709

326

21

\$ 267

45%

RAMAC #: 85901 Forecast: 1,200 Units

The Model 700 XCR Line of Left hand rifles is meant to expand upon the successes of the current Model 700 XCR line and offer a line of rifles for the Left-hand shooting market, of which we need to build a loyal customer base with a modicum of offerings that will suit the needs of that market segment. These rifles will retain all of the same great features of the current Model 700 XCR rifle line, with the major exception being the Left-hand configuration. Features will include:

- 24" Stainless Steel barrels on Standard Calibers
- 26" Stainless Steel barrels on Magnum and Ultra Magnum calibers
- Black synthetic stock with Grey overmold technology
- Exclusive TriNyte coating for superior abrasion\corrosion resistance
- X-Mark Pro trigger
- Will utilize new Remington R3 recoil pad with "SuperCell" technology

MSP
Invoice
FET
RemCash
cost
\$Margin
%Margin
792

\$ 714

\$ 71

\$ 643

301

\$ 342

53%

812

\$ 733

\$ 73

\$ 659

311

\$ 348

53%

RAMAC #: .270 Win.— Forecast:125 Units

RAMAC #: .30-06 Sprg.— Forecast:200 Units

RAMAC #: 7mm RemMag— Forecast:125 Units

RAMAC #: .300 RUM— Forecast:450 Units

The Model 700 SPS Youth Line of Left hand rifles is meant to expand our line of YOUTH offerings, and supply this niche of the market with an all purpose hunting rifle that fits both youth and smaller stature shooters. These rifles will feature all of the standard features of our ever-popular Model 700 SPS Youth rifles, with the notable exception being the Left-hand configuration. Features will include:

- Same great features of our standard 700 SPS YOUTH guns
- X-Mark Pro trigger
- 1" Shorter LOP
- Will utilize new Remington R3 recoil pad with "SuperCell" technology
- 20" barrels
- Offered in .243 Win and 7mm-08 Calibers

		MSP
		Invoice
		FET
		RemCash
		cost
		\$Margin
		%Margin
		465
\$ 419		
\$ 42		
\$ 378		
		202
\$ 176		
		46%
RAMAC #:	.243 Win.— Forecast:425 Units	
RAMAC #:	7mm-08 Rem— Forecast:275 Units	

The Model 700 CDL (with High Gloss Bluing) line will expand with 3 new SKU's that will offer the deep-blued "Almco" finish reminiscent of the finish on the original Model 700 BDL rifles. This is intended to offer the consumer a different metal finish on our three top selling Model 700 CDL calibers, thus expanding sales opportunities, and creating continued interest in the line. Features will include:

- Same great features and specifications as the similar model in the 700 CDL
- Deep Blued "Almco" finish on barrel and receiver
- Three caliber offerings: .270 Win, .30-06 Sprg, and 7mm Rem Mag

		MSP
		Invoice
		FET
		RemCash
		cost
		\$Margin
		%Margin
		680
\$ 613		
\$ 61		
\$ 552		
		311
\$ 241		
		44%
		700
\$ 631		
\$ 63		
\$ 568		
		326
\$ 242		
		23

43%

RAMAC #: .270 Win.— Forecast:500 Units
RAMAC #: .30-06 Sprg— Forecast:600 Units
RAMAC #: 7mm Rem Mag— Forecast:400 Units

2008 Full Line Center-fire Rifles Deletions

27341
Model 700 SPS—DM 7mm-08 Rem/24"
27019
Model 700 CDL .35 Whelen/24"
27051
Model 700 CDL 7mm RUM/26"
29539
Model Seven Youth .223 Rem/20" W/Sights
29545
Model Seven Youth .260 Rem/20" W/Sights
26411
Model Seven CDL .204 Ruger/20"
26413
Model Seven CDL .223 Rem/20"
26415
Model Seven CDL .22-250 Rem/20"
26421
Model Seven CDL 7mm-08 Rem/20"
26363
Model Seven CDL 7mm SAUM/22"
26365
Model Seven CDL .300 SAUM/22"

2008 Full Line Rim-fire Rifles Overview

The current rim-fire rifle family consists of basically 3 models: the 597 autoloaders, the 552 "Speedmaster" autoloaders, and the 572 "Fieldmaster". These lines represent fairly consistent sales year after year, and no sweeping changes are planned for the 2008 lineup. Three new models will be introduced into the Model 597 family to further gain market share, and increase overall interest in the line. The rest of the line will remain unchanged for the 2008 sales year. We do anticipate a new synthetic stock design to "update" the Model 597 for the 2009 sales year, and along with the new stock we will introduce a family of YOUTH model guns.

2008 Full Line Rim-Fire Rifle Additions

Note: See 2008 Spring Line Additions also

The Model 597 "yellow jacket" style Heavy Barrel Stainless TVP (Target-Varmint-Plinker rifle is meant to introduce an ambidextrous Thumbhole Target Style .22 rimfire to the line. This rifle will fill the void left by the deletion of 3 SKU's from the Model 597 line (26565, 26556, & 26579). Features will include:

- Stainless Heavy Barrel—20”
- 22LR Model in introductory year
- Boyd’s “shady camo” laminate Ambidextrous TH Stock
- Laser engraved pistol grip area with “597 Target” design

	MSP
	Invoice
	FET
	RemCash
	cost
	\$Margin
	%Margin
	399
\$ 360	
\$ 36	
\$ 324	
	195
\$ 129	
	40%

RAMAC #: 80852 Forecast: 1,000 Units

The Model 597 in Mossy Oak “Blaze” (Orange) camo is intended to bring a unique new look to the Model 597 line (to appeal to a different market) with unparalleled shelf appeal, this gun will literally pop off the shelf. Same gun as a 26550, but with an orange Tru-Glo fiber optic front sight, and a synthetic stock with Mossy Oak Blaze (ORANGE) camo. Features will include:

- Same basic features as current 26550 Model 597
- Tru-Glo Fiber Optic (orange) front sight
- Mossy Oak Blaze (ORANGE) Camo stock
- 20” carbon steel barrel

	MSP
	Invoice
	FET
	RemCash
	cost
	\$Margin
	%Margin
	189
\$ 176	
\$ 18	
\$ 158	
	118
\$ 40	
	25%

RAMAC #: 80853 Forecast: 2,000 Units

The Model 597 in Mossy Oak “(PINK)-Blaze” camo is intended to bring a unique new look to the Model 597 line (to appeal to a different market) with unparalleled shelf appeal, this gun will literally pop off the shelf. Same gun as a 26550, but with a synthetic stock with Mossy Oak (PINK) -Blaze camo (which is a REMINGTON Exclusive). Features will include:

- Same basic features as current 26550 Model 597
- REMINGTON Exclusive Camo pattern
- Mossy Oak (PINK) Blaze Camo stock
- 20” carbon steel barrel

		MSP
		Invoice
		FET
		RemCash
		cost
		\$Margin
		%Margin
		189
\$	176	
\$	18	
\$	158	
		118
\$	40	
		25%
RAMAC #:	TBD	Forecast: 1,500 Units

2008 Full Line Rim-fire Rifles Deletions

26565
Model 597 Standard Synthetic Stainless .22 LR
26556
Model 597 LSS (Laminate Stainless) .22 LR
26579
Model 597-HB Laminate .22 LR

2008 TACTICAL Line Overview

New for the 2007 sales year we introduced a full line of Remington Tactical shotguns and rifles. This product mix was directed at the Tactical “weekend-warrior” consumer market, and was introduced with a stand alone tri-fold brochure with a Tactical flair. The product mix consisted of 10 SKU’s if which four were 870 pump shotgun models, two were Model 1100 models, one was a Model 7615 pump-action .223 rifle, and the remaining three were Model 700 XCR Tactical style center-fire rifles.

Since this product mix is so new, currently we only have one addition to the line to expand upon these product offerings and it is an “LTR” version of the Model 700 XCR Tactical rifle.

All of these guns will obtain the new R3 recoil pad with “SuperCell” technology for 2008.

2008 TACTICAL Line ADDITIONS

The Model 700 XCR Light Tactical Rifle is intended to compliment the existing Model 700 XCR Long-Range Tactical rifle line but with a smaller—lighter—more compact model similar to the Model 700 LTR guns. Features will include:

- LTR version of 700 XCR Tactical
- Similar to 84460 and 84461 but with 20” barrel
- TriNyte Black stainless barrel and receiver
- Same (HS) stock as on current 700 LTR (but green with black web)

- Available in .223 Rem & .308 Win
- Twist rate 1 in 9" (.223 Rem) 1 in 12" (.308 Win)
- Will utilize new "R3 SuperCell" recoil pad technology

	MSP
	Invoice
	FET
	RemCash
	cost
	\$Margin
	%Margin
	999
\$ 883	
\$ 88	
\$ 794	
	420
\$ 374	
	47%
Ramac# 84466 .223 Rem.— Forecast: 300 Units	
Ramac# 84467 .308 Win.— Forecast: 400 Units	

The Model 870 Tactical "Desert RECON" series will be a unique addition to the current Tactical line of products. These two shotguns will feature "Digital" Desert camo stocks and fore-ends, and will have an olive-drab powder coat finish on receiver and barrel (which matches well with the digital desert camo). One offering will be a 2-shot extension with an 18" barrel and one will have a 3-shot extension with a 20" barrel. Features will include:

- SpeedFeed I (shell holding) stock on 12/18" 2-shot ext. model
- SpeedFeed IV (pistol grip style) stock on 12/20" 3-shot ext. model
- "Tiger Stripe Products" Digital Desert Camo on stock and fore-end
- Military style "Olive-Drab" powder coat finish on barrel and receiver
- "Ghost-Ring" style sights on 12/18" 2-shot ext. model
- Front Bead-Sights on 12/20" 3-shot ext. model
- Will utilize new "R3 SuperCell" recoil pad technology

	Unit Pricing
	MSP
	Invoice
	FET
	RemCash
	cost
	\$Margin
	%Margin
	W/Ghost Ring 2-shot extension
	589
\$ 531	
\$ 53	
\$ 478	
	260
\$ 218	
	46%
	29

W/Pcty. Rail 3-shot extension				539
\$ 486				
\$ 49				
\$ 438				
				233
\$ 205				
				47%
RAMAC #: TBD	2-shot Ext.	Forecast: 500 Units		
RAMAC #: TBD	3-shot Ext.	Forecast: 500 Units		

2008 PREMIER DEALER Line Overview

For the 2007 sales year the Premier Dealer line was overhauled considerably with virtually every SKU updated or replaced with an assortment of products intended to offer our "Premier" dealers something unique and exclusive to give them a "Premier" product line-up. This being the case, no sweeping changes are thus far planned for the Premier dealer line, with the exception of one deletion being the Model 700 LSS 50th anniversary edition of the .280 Remington cartridge.

2008 PREMIER DEALER Line Deletions

84100
Model 700 LSS .280 Premier Dealer