

*Benelli has positioned itself as the industry's performance leader with the introduction of the Montefeltro Super 90 and Super Black Eagle.* The Super Black Eagle is an inertia operated 12 gauge that handles 3½" magnum shells to 2¾" target loads. Features include a magazine cutoff that is incorporated in the carrier system, an adjustable drop shim system for the stock, and an aluminum receiver. The Super Black Eagle weighs a half a pound less than a M/11-87. With the versatility of 12 gauge 3½" capability, the Super Black Eagle commands a dealer price that is approximately \$400 higher than the M/11-87.

*Also inertia operated, Benelli's Montefeltro Super 90 is offered in both 12 and 20 gauge versions which function 2¾" to 3" loads.* The Super 90 features a stock fit adjustment system as well as Benelli's carrier system design that acts like a magazine cutoff. The 12 gauge gun weighs two thirds of a pound less than the M/11-87. The Super 90 sells for \$190 more than the M/11-87 to the dealer.

*A review of the Remington autoloading shotgun line illustrates Remington's quandary in this segment, essentially the line is fragmented and outdated.* The basic design of the line is over 30 years old. In addition to being costly to manufacture, the line incorporates an excessive number of parts relative to today's standards.

*The M/11-96 Euro Lightweight and M/11-87 are both 12 gauge only designs that function 2¾" to 3" shells interchangeably.* The M/11-96 is significantly lighter than the M/11-87 and is acting as a stop gap, maintaining share until a new gun can be brought to market. *The lack of a "shoot everything" 20 gauge offering makes Remington noncompetitive in the 20 gauge category.*

*The M/1100 is offered in both 12 and 20 gauge, but it is chambered only for either 2¾" shells or for 3" rounds.* The M/1100 Synthetic does not offer the features or value of the M/11-87 and is priced accordingly. The M/1100 20 gauge is also offered with high gloss wood finish and polished metal. Historically, these guns have been able to maintain a price commensurate with the M/11-87; however, with the introduction of competitive "shoot all" 20 gauge products, demand for the M/1100 is fading because of eroding value of the product.

The SP-10 Magnum, unique in design, is Remington's entry in the heavy payload market. Although plagued with function and quality issues early after introduction, through quality improvements, the SP-10 now competes favorably with competition.