

**Single Barrel Break Action Shotguns:**

*The largest segment of the single barrel break action shotgun market is for economy priced hunting products. Estimates indicate that 80% of this market is comprised of 20 gauge and .410 bore guns. H&R/New England Firearms dominates this segment with the Topper and the Pardner. Remington does not currently participate in this market.*

*The Topper and Pardner are essentially the same gun, marketed under different brands. The Topper is marketed under the H&R brand and the Pardner is marketed under the New England Firearms label. Both models are chambered for the .410 bore through 12 gauge including the 16 gauge. The Pardner is also offered in 10 gauge. These guns feature an external hammer design with automatic shell ejection. Positioned as the higher-end product, the Topper line options include nickel plated frames, walnut or laminated stocks, interchangeable chokes and barrel porting. The basic Pardner features birch stock and fixed choke barrels with limited options. Special use products such as fully rifled deer guns and camouflaged turkey guns are offered in both lines. Wholesale prices start at \$68 for the Pardner and \$74 for the Topper (after sales programs and discounts).*

*The high-end segment of the single barrel break action shotgun market is dominated by Browning with the BT-100 Trap. The BT-100 is offered in several configurations and a host of options. The base price of the BT-100 is \$900 less than the base price of Remington's 90-T. As a result, without significant promotional incentives, the 90-T is not price competitive in the market.*

## ■ **Product Strategy - 1998**

**Over and Under Shotguns:****Peerless/Model 396**

*There are no product additions or deletions planned for the Peerless or Model 396 for 1998. Focus will be on reducing the cost of manufacturing with consideration being given to 1999 new product plans.*