

action. The Hawk HP9 sells for approximately \$60 less than the Model 870 Express at wholesale.

Remington's entry in the economy shotgun market is the Model 870 Express which is a family of 12 gauge, 20 gauge, 28 gauge and .410 bore shotguns. The Express line is mechanically the same as the higher end Wingmaster line with the difference between the two being mostly cosmetic. The Express line features matte metal finish and birch or synthetic stocks. *The Model 870 Express variations include vent rib field guns, fully rifled deer guns and a short barreled home defense gun. Remington does not offer features such as extended magazines and pistol grip stocks to the general public.*

Upper-End Pump Action Shotguns:

The market for upper-end pump action shotguns is small when compared to the size of the economy priced shotgun market. Remington and Browning are the two major manufacturers participating in this market.

Browning offers the BPS in 10, 12, 20 and 28 gauge versions. The 12 gauge BPS is available in 3" as well as 3½" configurations. The BPS features bottom ejection and steel receivers. Several field models are available with walnut stocks and polished metal. A version with synthetic stock and matte metal finish is also offered as the Stalker series. All barrels are back-bored and feature choke tubes. Although the BPS has a solid reputation in the market, sales have slowed. As a result, Browning increased their sales program discounts in 1997. The field grade 12 gauge BPS now sells for only \$13 more than the Model 870 Wingmaster after program discounts.

The Remington Model 870 sets the standard in the pump action shotgun market. However, demand for the Model 870 Wingmaster and SPS line has decreased over the past few years. This is a mostly due to the proliferation of economy price products offering similar features at significantly lower prices. The Wingmaster line features walnut stocks, polished metal and light contour barrels in 12 gauge. The SPS line offers synthetic stocks and fore-ends and matte metal finish. The SPS line is differentiated from the Express line by featuring options such as cantilever deer barrels, slings and special choke tubes. *Focus in 1998 will be to further differentiate the SPS line by adding value to the category.*