

## Model 700 CDL Limited Edition

The Model 700 Limited Edition classic rifle reached the 25th anniversary mark in 2005. Demand for the current offering has diminished significantly over the past five years. It was the belief of Marketing that 25 years marked a good point to bring closure to this particular chapter in Remington rifle history. It is the opinion of Sales and Marketing that the rifle category could benefit from a fresh line of Limited Edition Model 700 rifles. The product chosen will be a stainless steel version of the current Model 700 CDL. The receiver will be roll marked "Model 700 Limited" to further stimulate consumer perceived value as a "collectible". The first year's edition will be a commemorative marking the 100th anniversary of the .30-06 Springfield cartridge.