

innovation. In other words, there are only so many ways to make a pump-action shotgun. The price point of the average pump action shotgun is in the \$190-\$200 range, which keeps most major manufacturers focused on producing a lower cost product, fulfilling the needs of special markets and/or improving cosmetic appeal to gain share. This has been a key part of Mossberg's success in the pump action shotgun segment. In short, the pump-action shotgun shooter is looking for a dependable *shooting tool*.

Remington's major competitors in the domestic pump action shotgun market are Mossberg, Browning/USRAC, and Benelli. These three manufacturers, together with Remington, make up over 90% of all units sold in the United States.

Mossberg

After discontinuing the Model 9200 autoloading shotgun, Mossberg's focus on its pump action business has made it the leading producer of this category of shotgun. Mossberg offers three main models: **1. The Model 835 Ulti-Mag**, which is a 12 gauge only 3 1/2" capable pump gun that is primarily a synthetic camouflage offering, but includes two SKUs of plain synthetic and wood. The softness of the 3 1/2" 12 gauge market has prompted a promotional push from Mossberg in the first quarter of this year. All Ulti-Mags come with ported barrels. **2. The Model 500**, which is an economically priced pump gun that is chambered for 12, 20 and 410 gauge. The Model 500 is offered in 32 SKUs, and comes in wood and synthetic, field and personal defense versions (known as the Persuader/Cruiser). **3. The Model 590** is a special purpose cylinder bore 12 gauge that features a 9 shot magazine capacity. This gun also comes in a double-action only version, and is intended to appeal to the liability-conscious law enforcement market. Mossberg also sells the super low-cost **Maverick** line of pump action shotguns. These are only available in 12 gauge with black synthetic stock and fore-end. In addition Mossberg currently has the shotgun contract with the U.S. Army.

Benelli

A notable exception to these statements has been the introduction of the **Benelli Nova** pump action shotgun in 1999. This gun features synthetic stock and fore-end and a unique polymer-coated receiver that houses their standard rotary lock-up design. Additionally, the Nova has some radically different stock and fore-end geometry that makes the gun instantly identifiable as a Benelli product. This new gun was an almost immediate success, giving Benelli more than an 11% share in pump action shotguns in its first year. However, field reports indicate that the gun's weakness may be fragility in its fire control assembly and in the action bar/fore-end assembly. This and the gun's relatively high price have eroded that share to just above 7%.