

Remington Model 710 competes directly with Savage in the scoped combo arena.

### Winchester

The Winchester **Model 70** is similar to the Remington Model 700 family in that variants exist to compete at various price points. Model 70 variants with "controlled round feed" based on the old Mauser style action are placed in the high end, while less costly "push feed" models make up the lower end of the spectrum. On the entry level front, Winchester offers the **Model 70 Black Shadow**. Featuring a synthetic stock with floor plate magazine, matte blued finish this "push feed" design is targeted toward the budget minded hunter. Winchester also offers an **exclusive scoped combo version of the Model 70 Black Shadow in calibers .270 Win, .30-06, and 7mm Rem Mag to Wal Mart**. Intended to compete with the Savage package guns, the Model 70 scoped guns are also a primary competitor to the Remington Model 710. Non-scoped versions of the Model 70 Black Shadow compete primarily with the Remington Model 700 ADL Synthetic. **Reliable sources indicate that the Wal Mart exclusive Model 70's account for 40%-50% of Winchester's total Model 70 volume.** In 2001, 22M of the Model 70 scoped packages were purchased at retail.<sup>15</sup>

### Remington

Remington competes in the entry level category on two fronts. The first product offering is the **Model 700 ADL** series of bolt action centerfire rifles. The **Model 700 ADL Deluxe** features a walnut stock with blind magazine, polished blue finish and iron sights. The more popular and price competitive **Model 700 ADL Synthetic** features a black synthetic stock with blind magazine, matte blue finish and iron sights. First developed in conjunction with Wal Mart, the Model 700 ADL Synthetic has proven a worthy competitor to the Winchester Model 70 Black Shadow as an entry level product.

The second and most recent product offering from Remington in the entry level category is the **Model 710 Sportsman** series of scoped combo package guns. Introduced in 2001, the Model 710 is economically priced and cost effective to manufacture, affording Remington the opportunity to more effectively penetrate the true entry level bolt-action centerfire category. The Model 710 carries the reputation of the Remington brand with the price tag

<sup>15</sup> 2001 Wal Mart POS Data - CONFIDENTIAL