

**Extruded Receiver** – Exploratory efforts are underway to improve the perceived value of the Model 710 by means of an all metal receiver. Technology that will yield a dimensionally correct steel receiver through extrusion at little or no additional cost to the current synthetic receiver insert is being evaluated by Manufacturing and R&D.

**Model 710 Short-Action** – In April of 2001, Remington composed a poll of visitors to the company website asking the question: "In which caliber would you most like to see the Model 710 chambered?" Over 500M responses were received to the question. Nearly half responded that they would like to see the Model 710 chambered for short action cartridges. Specifically, 22% responded with .243 Win and 25% responded with .308 Win. Although short action calibers are typically less popular than long-action, it makes sense to include one or two short action calibers in the mix to complete the Model 710 family. The short action offering would likely be a 2005 introduction.

Model	MSP	NSP	1 <sup>st</sup> Year Volume
710 w/scope .243 Win	\$329	\$300	3.5M Units
710 w/scope .308 Win	\$329	\$300	4.0M Units

**Model 710 Youth** – As an entry level product, it is logical to explore the introduction of a scaled-down version of the Model 710 to fit the smaller stature shooter. Such a product should feature a shorter length of pull stock with a slimmer grip and fore end. A shorter 20" barrel would also be appropriate. Chambered for .243 Win, the Model 710 Youth would correspond to the launch of the Model 710 short action platform in 2005.

Model	MSP	NSP	1 <sup>st</sup> Year Volume
710 YTH w/scope .243 Win	\$329	\$300	5.0M Units

**Production/Quality Control** – It is important for Manufacturing to continue to focus on small incremental improvements on the Model 710 to improve manufacturing efficiencies that reduce costs while not sacrificing quality or performance.

**Pricing Considerations** – It is recommended that a \$10 price increase across the board on the Model 710 be taken in conjunction with the introduction of the Model 710 Magnum in 2004. Pricing should hold at