

advertising presence for this product category for at least three consecutive years.

**Model 7400 Weathermaster** – At the 2002 S.H.O.T. Show, Remington unveiled as a show special the Model 7400 Weathermaster chambered for .30-06. The Weathermaster is a Model 7400 Synthetic with a nickel-plated receiver and barrel, designed for added weather resistance. The Model 7400 Weathermaster proved successful at the S.H.O.T. Show, with orders exceeding the forecast volume of 1000 units. Despite the fact that the product is not cataloged, the Model 7400 Weathermaster is the third most popular sku for 2002 from an order perspective. For 2003, the Model 7400 Weathermaster will be a catalog product offered in .270 Win and .30-06.

Model	MSP	NSP	1 <sup>st</sup> Yr. Volume
Model 7400 Weathermaster .270 Win	\$468	\$427	1000 units
Model 7400 Weathermaster .30-06	\$468	\$427	1500 units

**Model 7400 2-Shot Non-Detachable Magazine** – As stated earlier, the Model 7400 is popular in the European market, especially in France. However, in order for the Model 7400 to be legal for sale in France, the rifle must be fitted with a 2-shot only magazine box that can not be removed from the rifle. Past practices have involved shipping Remington’s key French distributor standard product. The distributor then must modify the firearm to be legal for sale. Remington has devised a solution from the factory in a modified magazine box that only allows two rounds to be loaded in the magazine at a time and is pinned to the receiver preventing its removal.

Model	MSP	NSP	1 <sup>st</sup> Yr. Volume
Model 7400 2-Shot ND .280 Rem	\$493	\$449	600 units
Model 7400 Carbine 2-Shot ND .280 Rem	\$493	\$449	600 units

**Production/Quality Considerations** – Perhaps the most important issue pertaining to the repeating centerfire rifle category centers on the reliability issues with the Model 7400. Considerable emphasis needs to be placed on insuring that that the Model 7400 will reliably cycle and function consistently. Remington’s European business is suffering as a result of poor performance in the field. A recent letter from Remington’s key distributor in Italy noted that every Model 7400 received by them undergoes a rigorous evaluation and rework by their gunsmiths at their expense. The reputation