

## ■ Competitive Analysis

*Remington's leading competitors in the Autoloading Rimfire Rifle market are Marlin, Ruger and Savage.* As mentioned earlier, Marlin and Ruger currently dominate this market with over 80% volume share. Remington's smaller presence has mostly been dependent upon the Model 522 Viper for the past few years. *Significant share gain is expected as the new Model 597 family reaches the market.*

*Marlin participates in this market with several autoloading offerings. The most popular is their Model 60.* This rifle is chambered for 22 LR and features a tubular magazine and is offered in a low priced promotional version with a carbon steel barrel and birch stock. A higher priced version includes a stainless barrel with laminated stock. *The basic Model 60 wholesale price is \$14 less than the Viper and \$18 less than the Model 597 (after sales programs and discounts).* The Model 60 SS sells for \$36 less than the Model 597 LSS at wholesale (after sales programs and discounts).

*In addition to the Model 60 family, Marlin offers a series of clip magazine 22 caliber rifles. The action design of these rifles is similar to the Model 60 except they all feature 10 or 7 shot clips that extend below the "belly" of the stock.* Marlin added two new guns in this category for 1998. *The Model 7000 is a heavy barreled synthetic stock rifle* that features an 18" barrel, swivel studs and 1" scope rings. The Model 7000 sells for \$17 more than the Viper and \$13 more than the Model 597 (at wholesale, after sales programs and discounts).

*The Model 975 is Marlin's other new autoloader for 1998. Positioned as a promotional model, the Model 975 features a carbon steel barrel and synthetic stock and is priced \$18 and \$22 less than the Viper and Model 597 respectively (at wholesale, after sales programs and discounts).*

The Marlin Model 995SS is basically the same gun as the Model 975 except it features a stainless barrel and is priced \$41 less than the Model 597 LSS.

*Marlin also markets the Model 922 Magnum. This rifle is chambered for the 22 WMR and features a 20½" carbon steel barrel, walnut stock with recoil pad, and a 7 shot clip magazine.* The Model 922 Magnum has a reputation for mediocre reliability and function. *The Model 922 Magnum sells for \$31 more than the Model 597 Magnum (at wholesale, after sales programs and discounts).*