

and lever action products. Savage and Ruger are also serious competitors in this market, offering primarily bolt action rifles.

Marlin's product line consists of fourteen bolt action and two lever action SKU's. Included in their bolt action rimfire rifle line are the Models 15YN and 25MN. These are both promotional rifles that compete most closely with Remington's Model 581-S. The Model 15 YN is a single shot 22 LR with birch stock that is popular with organizations such as the Boy Scouts and 4-H Club, as well as the mass merchants. This gun has a reputation for marginal quality and reliability. It's wholesale price of only \$108 (\$60 less than the Model 581-S net wholesale) is one of its most important features. The Model 25MN is chambered for 22 WMR and features a metal clip magazine and birch stock. The Model 25MN sells for \$55 less than the Model 581-S (at wholesale after sales programs and discounts).

The remainder of the Marlin sporter bolt action line is comprised of the Models 880, 881, 882 and 883. This is a good-better-best scenario. The Models 880 & 881 are 22 LR caliber and the Models 882 & 883 are 22 WMR. These guns feature the same basic action design, clip magazines and a variety of stock configurations. Both carbon steel and stainless steel versions are available. Pricing runs from \$139 to \$171 (net wholesale after sales programs and discounts).

Marlin offers the Model 2000L which is a heavy barrel target gun with adjustable target stock and target grade sights. The Model 2000L wholesales at \$379.

Marlin also offers two lever action 22 LR rifles. The Model Golden 39AS features a tubular magazine and traditional lever action styling. The Golden 39AS competes most directly with Remington's Model 572 and wholesales for \$20 more (after sales programs and discounts).

Marlin's other lever action is the Model 1897 Century Limited which is a limited edition of the Model 39AS introduced in 1997. This gun features high grade walnut and gold embellishment. Priced at \$639 wholesale, the Model 1897 CL does not compete directly with any Remington product offerings.

USRAC offers two models in the rimfire rifle category. The Model 52B is a high grade re-introduction of an early Winchester clip fed, bolt action design. It features a walnut stock with cut checkering, grip cap and fore-end tip. The barrel is