

■ Product Strategy - 1999 And Beyond

Model 572 Fieldmaster

There are no new products planned for the Model 572. Consideration will be given to offering special configurations of this gun on a customer specific basis.

Model 581-S , Model 541-T & Model 541-T HB

The complete catalog line of bolt action rimfire rifles will be revised in 1999. The two 1998 SHOT Show introductions (M/541-T LSS & M/541-T Magnum) will be cataloged in 1999. The current M/541-T will be replaced with an offering featuring the new magazine box along with the restyled stock of the M/541-T Magnum. The M/541-T HB will be discontinued (Replaced by the M/541-T HB LSS). In addition, the new magazine box will be added to the M/581-S. *The following is a summary of the proposed 1999 catalog line:*

- **M/541-T HB LSS:** This gun is the same as the M/541-T HB except it features a brown laminated stock without grip cap or fore-end tip, satin finished stainless heavy barrel and new magazine clip. (1998 SHOT Show Special Offering)
- **M/541-T Magnum:** This gun is to be the same as the current M/541-T except it will be chambered for 22 WMR and feature a new magazine. The styling of the stock is also to be revised to give this gun a new look. (1998 SHOT Show Special Offering)
- **M/541-T (Re-style):** This is to be the same as the current M/541-T except it will feature the new magazine box and restyled stock.
- **M/581-S:** This is to be the same as the current M581-S except it is to feature the new magazine box.

Competitive pricing pressures in this market will continue to limit pricing flexibility. In order to improve margins, manufacturing cost must be addressed. A focus on cost reduction is paramount for this strategy to be financially successful.