

Model 7400

The current Model 7400 line will be pruned for 1998. Focus will be on reducing cost and improving quality. Given it's cumbersome and not very "user friendly" operation, many improvements in this area should be considered for 1998 implementation.

Next year, the Model 7400 line will include a lower cost synthetic model that will feature matte metal finish and synthetic stock and fore-end. The new 7400 Synthetic will be offered in the same calibers as the standard wood rifles and be priced \$75 less at wholesale.

<u>Model</u>	<u>MSP</u>	<u>Net Selling Price</u>	<u>1st Year Volumes</u>
7400 Synthetic	\$355	\$291	15,000

To support the International market requirements, the special make up Model 7400 for France will be continued. Future consideration will be given to developing a Remington design for a non-detachable magazine to better satisfy the needs of this market.

Model 7600

As with the Model 7400, the current Model 7600 line will be continued for 1998 and focus will be on reducing cost and improving quality. The line will also be extended to include a synthetic version which will feature matte metal finish and synthetic stock and fore-end. The Model 7600 Synthetic will be offered in the same calibers as the standard wood rifles and be priced \$75 less at wholesale.

<u>Model</u>	<u>MSP</u>	<u>Net Selling Price</u>	<u>1st Year Volumes</u>
7600 Synthetic	\$330	\$271	9,000

■ Product Strategy - 1999 and Beyond