

### Model 700 ML

Remington's success with the Model 700 ML has caused an increase in competition in this market segment by spurring new competitive bolt action products and attracting new entries into the market. The market is also polarized relative to price. *The Model 700 ML line is a mid-priced offering which does not compete directly with the economy priced products, however there is little room for increasing price. Some enhancement in margin is achievable through price, but this will be at the expense of volume. A manufacturing focus on cost reduction is needed.*

*Continued success in market share will be contingent on two factors. Remington must protect the Model 700 ML patents and limit infringements as well as broaden the Model 700 ML product line.*

*A Model 700 ML Youth is planned for 1998 introduction. This rifle will offered in .50 caliber and feature a carbon steel action with 21" barrel, black synthetic stock with 12 3/8 length of pull and adjustable sights. Basically, it is the standard Model 700 ML with shorter barrel and stock. A new rifling twist will be considered in an effort to maximize accuracy with a shorter barrel.*

*In addition to the Model 700 ML Youth, consideration will be given to offering a "Value Pack", consisting of the M/700 ML packaged with a starter kit of Remington accessories such as a ball starter, powder measurer and bullets.*

## ■ Product Strategy - 1999 and Beyond

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*Additional Model 700 ML line extensions will be considered for 1999 and beyond. The market for small caliber rifles such as .32 and .45 caliber will be investigated, as will the potential for a true carbine offering. Both of these options would require a new lighter barrel contour to keep the weight of the rifle manageable.*

The current standard catalog line is limited to one traditional synthetic stock configuration. *The addition of wood stock options as well as thumbhole synthetic stocks will also be reviewed.*