

Remington had very good reason for not further exploiting the in-line muzzleloading market. The Model 700 ML rifle consumed regular Model 700 centerfire capacity which is relatively fixed in nature. In addition, the Model 700ML line cost essentially the same to manufacture as its centerfire counterpart while earning nearly \$100 less per unit. These factors when weighed against an expanding bolt-action centerfire rifle category resulted in the sound decision to utilize the Ilion plant's rifle capacity to build bolt-action centerfire rifles at the expense of the muzzleloading line. As a result the Model 700 ML is perceived as a higher end, specialty product that is simply not competitive by today's standards.

### Remington Segment Performance

In 2001, Remington shipped 7.3M units at a total value of \$2.38MM. This was an 11% increase in units and a 30% increase in sales dollars due to a more favorable mix of higher dollar density stainless steel product. Historical performance is as follows:

Model 700 ML	1998	1999	2000	2001	2002	2002 PO
	Actual	Actual	Actual	Actual	FCST	
Unit Sales (M)	19.1	9.2	6.6	7.3	8.2	9.1
Sales Dollars (\$MM)	\$4.9	\$2.4	\$1.6	\$2.1	\$2.3	\$2.6
Standard Margin (\$MM)	\$2.0	\$1.0	\$0.6	\$0.9	\$0.9	\$1.0
Standard Margin (%)	40.4%	40.9%	36.5%	41.0%	39.8%	40.1%

\*Includes carbon and stainless steel models

### Competitive Outlook

#### **Thompson Center**

The **Black Diamond** series represents the core of T/C's in-line offerings. Equipped with a patented "**Flame Thrower**" ignition system, the Black Diamond offers the shooter the advantage of using 209 shotshell primers as an ignition source. Also featured on the Black Diamond is a 26" standard length barrel for greater velocities. The Black Diamond is offered in nine different configurations varying by carbon or stainless steel, camouflaged stocks and fiber optic sights. The Black Diamond is also offered in a clam pack starter kit and in a .45 caliber configuration. All other offerings are .50 caliber. The Black Diamond is positioned as a "middle of the road" in-line muzzleloader.

#### **Knight**

Participating more in the higher end market is the **Knight DISC** Rifle. Utilizing the DISC ignition system which consists of a removable plastic insert to hold the primer, the DISC features 209 shotshell primer ignition. The DISC rifle is available in both .45 and .50 caliber configurations with choices in carbon or stainless steel, as well as camo