

Marlin

Marlin competes in the bolt-action rimfire market with products at the true entry level price point as well as with products priced at the top end of what we refer to as the "Low" price point category. Product offerings are available in 22LR, .22 Magnum, and in the new .17 Hornady Magnum Rimfire. As one can see from the product offering descriptions below, Marlin has by far the greatest breadth in product offerings in the bolt-action rimfire rifle market.

The Model 15 series consists of two single-shot youth rifles, one with a blued action and one with a stainless action. Both are fitted with a low-grade hardwood stock.

Next on the price scale are the Model 25.22LR series and the Model 25M .22 Magnum repeating rifles. Both equipped with a 7 shot detachable magazine box, the Model 25 series features a low-grade hardwood stock and blued action. Both the .22LR and the Magnum versions are also available in a camo version.

Rounding out the entry level price point category for Marlin is the Model 81TS .22LR and 83TS .22 Magnum. The 81TS features a synthetic stock and tubular magazine capable of handling .22LR, .22 Long and .22 Short cartridges. The Model 83TS is equipped exactly like the 81TS, except the tubular magazine on the 83TS only accepts .22 WMR ammunition.

Marlin's premier line of .221 R bolt action rimfire rifles consist of the Model 880 series. The Model 880SQ "Squirrel Rifle" features a heavier contour, blued barrel intended to enhance accuracy. Also available is the Model 880SS with a standard contour stainless steel barrel and action. Both models are equipped with a synthetic stock and 7-shot detachable magazine.

Marlin's premier .22 Magnum line consists of the Model 882 and Model 883 series rifles. Model 882 rifles feature a 7-shot detachable magazine, while the Model 883 sports a 12-shot tubular magazine. Available in wood, laminate, and stainless synthetic configurations. The Model 883 is available in a wood stocked version with a choice of blued or stainless barreled actions.

Marlin's big news for 2002 came in the way of the .17 Hornady Magnum Rimfire cartridge. A joint development between Hornady Mfg., Marlin Firearms and Sturm Ruger, the 17 HMR was one of the most popular topics at the 2002 S.H.O.T. Show. Marlin entered the 17 HMR with two heavy varmint contoured barrel offerings, both with 7-shot detachable magazine boxes. These offerings consist of the Model 17V, a "no frills" walnut stocked, blued action version and the Model 17VS, a laminate stocked version with stainless steel barreled action. 2003 market indications are that while the .17 HMR models are maintaining popularity, sales have softened considerably due to limited availability of .17HMR ammunition in the trade. Presently, there is only



60