

Autoloading Shotgun Product Strategy – 2005 and Beyond

Looking past 2004, the long term development strategy for autoloading shotguns is:

1. **Centennial Anniversary:** 2005 marks Remington's 100 year anniversary in the autoloading shotgun market. It was 1905 when Remington introduced the Model 11 in 12 gauge. Since that time, there have been 4 other major models of Remington autoloader, with the Model 1100 and Model 11-87 still in the line. To commemorate this historic event, all Remington autoloading shotguns will be roll marked with a commemorative mark on the receiver to provide a once in a lifetime opportunity to the world to own one of these guns. In addition, a limited number of Model 1100 5-gauge sets (12, 16, 20, 28, .410) will be offered with the roll mark already mentioned, high quality "Centennial" embellishments on the receiver and B grade wood. This limited set will command a premium price in the MSP range of \$3500. Artwork and marketing plans are already underway with Remington's Licensing department.
2. **Model 2100, New Gas Autoloader:** Also in this "Centennial Year" Remington will introduce a new gas-operated autoloading shotgun with features and benefits that will lead the autoloading industry for the foreseeable future. This revolutionary new gun will be positioned as a premium-end product that is near the Beretta 391 in price (Average net wholesale price after FET of \$680). For 2005, only two barrel lengths will be offered, a 26" barrel and 28" barrel. These two offerings will be wood stock and fore-end only for first year introduction. It will initially be a premier grade, gloss finish, 12 gauge 2 3/4" to 3" capable gun. Follow-on introductions of synthetic or camouflage guns will take place in 2006-2007. The design goals are:
 - Make this the lightest weight autoloader on the market by utilizing high tech materials/metallurgy and modern manufacturing principles. In conjunction with the weight objective, the gun must balance properly, or "between the hands".
 - Despite the light weight, the new gun will use technological advances and innovative design to tame recoil to a higher degree than has ever been done before. The net effect will be a dramatically softer-recoiling shotgun.
 - A new action system featuring bottom feed/bottom eject will be employed that eliminates whole categories of malfunction while maintaining the highest safety standards in the industry. The specified maximum malfunction rate for this gun is set at 0.5%. This is not an arbitrary number but a threshold that has been set by Remington's two largest marketing targets: the Beretta 391 and Browning Gold.