

- Pursuit of special make up opportunities that provide product differentiation to our customers, allowing the 597 to fill voids left by the 10/22 and Model 60 in niche market opportunities.
- Special make opportunities that capitalize on the Remington NASCAR sponsorship with Dale Earnhardt Jr. These opportunities have proven to be good volume in previous years, however due to vendor yields and inconsistencies, these special runs were not profitable. R&D has been challenged with finding alternate sources and solutions which will allow Remington to again capitalize on this partnership.
- Maintaining flexibility to respond quickly to changes in market trends in order to capitalize on opportunistic situations such as the recent introduction of the .17 Hornady Magnum Rimfire.
- A Heavy Barrel Laminate version of the 597 Magnum .17HMR has been designed and tabled for introduction at a later date. While it is not anticipated that this product will be needed in 2004, it is likely that its introduction in 2005 will be helpful.

Pricing Considerations – Market conditions will be monitored to determine if opportunistic price increases may be available.