

**Model 70 Super Shadow in calibers .270 Win, .30-06, and 7mm Rem Mag and the new WSM calibers (.270, 7mm, 300) to Wal Mart.** These offerings are intended to compete with the Remington Model 710 and Savage package guns. Non-scoped versions of the Model 70 Super Shadow compete primarily with the Remington Model 700 ADL Synthetic. **Reliable sources indicate that the Wal Mart exclusive Model 70's account for 40%-50% of Winchester's total Model 70 volume.** In 2002, 16M of the Model 70 scoped packages were purchased at retail.<sup>13</sup> This figure is down from 22M units in 2001, however 2003 data indicates that the Model 70 offerings at Wal Mart in the WSM family are likely to offset some of Winchester's market share erosion at Wal Mart.

#### **Weatherby**

For 2003 Weatherby offered its Japanese manufactured **Vanguard Synthetic** and **Vanguard Stainless** models to the trade. Weatherby is directly targeting Remington's Model 700 ADL line and BDL SS lines with these offerings. Boasting an accuracy guarantee, adjustable trigger, hinged floorplate magazine and a price tag that is within \$10 of the Model 700 ADL Synthetic (Vanguard Synthetic), the **Vanguard line represents a significant threat to Remington's core rifle business.**

#### **Tikka**

New for 2003, the Tikka **T3** was introduced as a price point offering targeted directly at Remington's core Model 700 line. Tikka is a brand owned and operated by Sako Finland (a holding of the Beretta Group). The new T3 is available in wood, synthetic and stainless synthetic models featuring detachable magazines and a guaranteed accuracy of a 1" group prior to leaving the factory. Fortunately present manufacturing capacities for the Tikka lines only approach 15M units annually. A proverbial drop in the bucket for the time being. **However, should the Italians place further emphasis on engaging the U.S. market, the Tikka will undoubtedly pose a serious threat to Remington.**

#### **Remington**

Remington competes in the entry level category on two fronts. The first product offering is the **Model 700 ADL** series of bolt action centerfire rifles. The **Model 700 ADL Deluxe** features a walnut stock with blind magazine, polished blue finish and iron sights. The more popular and price competitive **Model 700 ADL Synthetic** features a black synthetic stock with blind magazine, matte blue finish and iron sights. First developed in conjunction with Wal Mart, the Model 700 ADL Synthetic has proven a worthy competitor to the Winchester Model 70 Black Shadow as an entry level product.

The second and most recent product offering from Remington in the entry level category is the **Model 710 Sportsman** series of scoped combo package guns. Introduced in 2001, the Model 710 is economically priced and cost effective to

<sup>13</sup> 2002 Wal Mart POS Data - CONFIDENTIAL