

embellishments and better cosmetics in checkering. Commemorative and special make opportunities will be pursued as well.

Pump Action Shotgun Product Strategy – 2004

- **Model 870 Express Turkey/Deer Camo Combo** – For the 2004 Spring program, a new 12 gauge combo gun will be introduced featuring both a turkey and deer hunting configuration. This combo will include a 21” VT barrel with extended Turkey Extra Full choke tube and a 23” fully rifled cantilever barrel, all on a camouflaged stock and fore-end Model 870. This represents a superior value for the buyer as these extra features translate into a mere \$100 upcharge while Remington makes an extra \$15 per gun over a standard Express combo.

Model	MSP	NSP	1 st Year Volume	Margin
870 EXP Camo Combo	\$399	\$321	2000	32%

- **Model 870 SPS** – For 2004 Remington will introduce a fully rifled, cantilever scope mount deer gun chambered in 20 gauge. The growing popularity of 20 gauge slug hunting in the Eastern US makes this a logical product introduction. Furthermore, Remington’s ammunition group will be offering two new 20 gauge slug loads in 2004 which makes co-introduction an efficient use of marketing resources. Until recently, the accuracy of a 20 gauge slug load fell short of specifications. However, significant engineering improvements have achieved the desired level of accuracy/performance.

Model	MSP	NSP	1 st Year Volume	Margin
870 SPS 20 ga. FR CL Deer	\$435	\$346	2000	45%

- **Model 870 Express** - For 2004, Remington engineering staff will begin the process of incorporating material and process changes that will lower the cost of manufacture. Initially, the use of MIM parts where they make sense will help in this regard. Additionally, Ilion Engineering will work toward the development of a lower cost camouflage application method for Express guns known as Kolorfusion™. *This new method of camo application has annual savings potential of over \$60,000.*
- **Model 870 Wingmaster** - The Wingmaster will see some cosmetic improvements in 2004. The original fine line roll marking on the receiver will return, along with some “sculpted engraving” options featuring tasteful and understated artwork. Another improvement opportunity on the stock and fore-end