

is a return to the "Fleur de Lis" checkering pattern of yesteryear. The advent of laser checkering now makes this technically and financially possible.

- All vent rib shotguns in the Remington line will incorporate changes that improve Remington's shotgun point of impact when using SAAMI sight picture.

**Pricing Considerations** - Due to the competitive pressure mentioned above, there are no price increases planned for the pump action category in 2004.

**Product Deletions** - A 2004 product deletion list is included in Appendix A.

### **Pump Action Shotgun Product Strategy – 2005 and Beyond**

- Long term, the path for the 870 Express will include a continuing cost reduction effort that harnesses modern materials science and design. By accumulating significant cost savings, Remington can make concrete steps towards the goal of squeezing Mossberg out of the dominant share position for pump action shotguns. *This strategy does not include any planned price increases for the 870 Express for at least 2 years.* Growth in margin must come from cost savings.
- Another priority will be to expand the 870 law enforcement products to maximize volumes in this segment of pump guns and dramatically improve response time with buyers. To achieve this, a new process is underway to dramatically streamline the way law enforcement products are made. More detail on this can be had in the section titled "Core Strategy – Law Enforcement Firearms" page 114. Exclusives with wholesalers and chain accounts in the personal defense segment will also be part of this plan.
- In an attempt to increase the appeal of the synthetic pump action shotgun line, a design effort will be initiated to add insert-molded or overmolded rubber on synthetic stocks and fore-ends. The Winchester SX2 for 2002 had a rubber "Duratouch" coating that appears to be selling well, and the Beretta Xtrema features rubber "grip pads" on the stock and fore-end. A cost-effective change that incorporates a similar feature will be pursued.
- Following on the introduction of 2003's R<sub>3</sub> recoil pad technology for synthetic stock guns, a version for wood guns is underway. Provided that the cost of a wood version of the R<sub>3</sub> makes them feasible, they can eventually be introduced on O/U, Premier, Wingmaster and target guns and marketed as a performance improvement. *Target cost for a high performance recoil pad is \$5. It's estimated that this will command at least a \$10 premium per gun.*