

Competitive Outlook

- **Remington**

Since the original Model 32, Remington has had a number of forays into the O/U market including the Model 3200, Peerless, Model 396 and the Model 300 Ideal. All of these products have missed the mark of large-scale customer acceptability because of a host of factors including:

- Overweight product
 - Incorrect handling/balance
 - Poor wood to metal fit
 - Incorrect Pricing
 - Unacceptable malfunction rate
 - Substandard aesthetic appeal
- Efforts to re-introduce a high quality over/under shotgun in the last few years have been hampered by several issues, including insufficient knowledge of customer expectations and poor communication between Marketing and Manufacturing. Success with the Model 870 and Model 11-87 as pump action and autoloading shotguns respectively did not transfer automatically to successful O/U production. For one, the higher expectations of fit and finish are difficult to obtain with the mass production mentality. Attention to detail, including metal polish and bluing, wood to metal fit, checkering, engraving and repeatable 100% assembly are only a few of the customer expectations of a higher priced product for discriminating sportsmen.
- Marketing is committed to re-entering the O/U shotgun market and looks forward to occupying a secure position with this level of customer in the years ahead. Remington's presence must be in the global marketplace with the likes of Beretta, Browning, and Ruger.

The largest share in the domestic O/U market belongs to Browning/USRAC. Browning offers the popular Citori line and Winchester has the Feather line of O/U shotguns. Together they control almost 35% of the market, which represents about 40M units in annual sales.

The Beretta Group, which in the O/U arena includes Beretta and Franchi, enjoys more than 30% of domestic share, which translates into nearly 35M units annually.

Together Beretta Group, Browning/USRAC and Ruger control over 75% of domestic O/U sales annually.

Browning

The Browning Citori is the largest selling O/U in the domestic market today at 35M units annually. The Citori is available in various versions of field and target grades covering nearly 100 SKUs. The Citori comes in 12, 20, 28 and .410 gauge, and is offered in 26", 28", 30" and 32" barrels.