

Rimfire Rifle Market Summary

The U.S. domestic rimfire market is estimated to be in the range of 680M units sold annually. 30% of rimfire rifles sold in the U.S. are sold at Wal-Mart. The retail sales value of this market is approximately \$99MM at an average price of \$145 per unit. Retail prices range from less than \$100 to over \$1,000 across the category.

The rimfire rifle segment is dominated by the autoloading rifle, constituting nearly 70% of all sales in the category. The remaining 30% of the sales volume is comprised of a mix primarily of bolt-action, lever-action, and pump-action rifles.

Distribution takes place primarily through mass-merchants with Wal-Mart being the category leader with nearly 30% of total retail sales volume in the segment.

Category leaders by a wide margin are Sturm, Ruger & Co. and Marlin Firearms. Product sales by these two manufacturers constitute 60% of the total rimfire rifle market. Total 2002 sales volumes by manufacturer are listed below.

2002 Rimfire Market (Estimated Sales Volume by Manufacturer)¹

<u>BRAND</u>	<u>UNITS (M)</u>
Ruger	219
Marlin	217
Savage	84
Remington	55
Imports	50
Henry	39
USRAC	9
Browning	<u>6</u>
TOTAL	679

¹ Combined analysis of BATF Production Figures-2001, SAAMI factory shipments – 2002, Remington actual sales data, and 2002 Sales Distribution Analysis