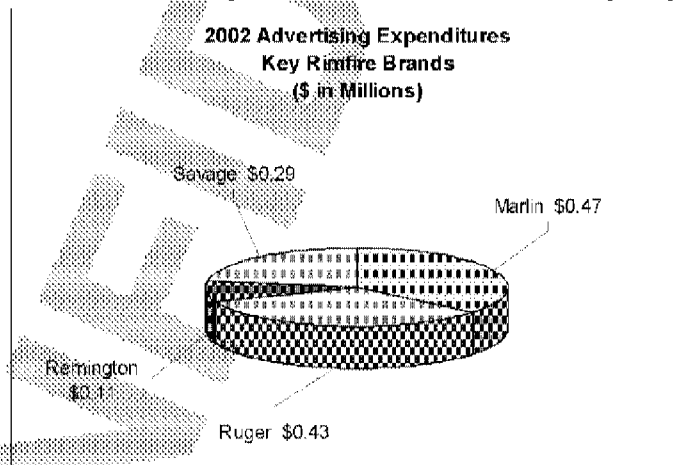


the “plinker” market, while maintaining acceptance within the “enthusiast” sectors of the market. SMRG data also shows Ruger with a very strong position from a brand recognition perspective, supporting their dominating position with respect to advertising expenditures.

- **Marlin** – Marlin is without a doubt the low-cost leader in the rimfire rifle category. Tied with Ruger with 32% of the total market, Marlin has been very successful in mass merchant retail by establishing the Model 60 as the most popular tubular magazine fed autoloading rimfire rifle. With entry level pricing just over \$100, the Model 60 has proven to be very popular with the “plinker” segment of the market. In fact, it is a reasonable assumption that Marlin dominates the “plinker” segment. While Marlin does offer some specialized bolt-action products to appeal more to the “enthusiast’s,” they have positioned themselves well as the entry level rimfire leader.
- **Savage** – While third in brand share, Savage is a distant third with just over 12% of the total rimfire market. Also regarded as a low-cost, entry level brand, Savage has not gained the following enjoyed by Marlin. From this writer’s perspective, those who purchase a Savage as an entry level rifle seem satisfied with the product. Perhaps Savage’s shortfall stems from brand recognition. Of all the major U.S. firearms manufacturers, Savage spends the least amount in advertising dollars<sup>4</sup>.

#### 2002 Total Print Ad Expenditures – Rimfire Rifles by Key Brands<sup>5</sup>



The chart above paints a clear picture of the emphasis Marlin and Ruger place on protecting their brand share in the rimfire market through the support of advertising dollars. In order to successfully gain share in the rimfire market, Remington must provide additional advertising support to generate impressions on the consuming public.

<sup>4</sup> 2001 AD Facts Firearms Advertising History

<sup>5</sup> Ibid