

5. Opportunities For New or Existing Products

Newer look and feel to current offerings.
 Adjustable trigger M700
 Model 700 in Ruger .204
 New muzzleloader - design and price, build from the ground up
 Market 7600 Police to public as an essential carbine w/receiver peep sight
 Work in conjunction with Wilson on special product 870's marketed direct from Remington.
 Expand 870 20 ga. cant. pump to include Wingmaster offering for older hunters
 673 Manlicher
 Build 700 in .444, .450, or similar caliber - short barreled large caliber brush gun with
 scout scope rifle base
 1100 20 gauge cant.
 Bolt Action Rimfire 504 in 17HMR, 22 Hornet and 22 Mag.
 Expand the Model 332 line to include smaller gauges and tournament grade guns.
 Offer HeviShot choke tubes in IC and Mod. For waterfowlers.
 Offer Model 700 rifles in the Winchester Short Mags. The 270 sold well.
 The Remington Light Varmint rifle line should be expanded to include 308 Win and 7mm08 calibers
 Expand ultra mag caliber offerings, Winchester has vast array of cartridges and becoming leader
 in Ultra Mag market.
 All wood guns to include R3 Recoil pad
 597 carbine, compact size, skeletal take down style stock

6. Threats To Remington: Products or Market Share

Full presence of competitive offerings in O/U market vs. M/332 in 3 sku's.
 Tikka T3 advertising adjustable trigger 2/4 lbs.
 Competitive muzzle loaders (Knight and T.C. Design is what the consumers are buying.
 Model 700 ml's need a face-lift.
 WSM caliber offerings definitely have taken over S/A mag market.
 Browning's dating terms for dealers allows them to stock up. Direct dealers continue
 to buy Remington guns conservatively because of short terms- and good deliveries
 Winchester Select Energy O/U Shotguns as previously reported to Rob McCanna.
 New Winchester 25WSM Cartridge and Rifle offerings.
 Winchester Super Grade, Model 70 Rocky Mountain Elk Foundation in 300WSM
 Winchester 9417 - looks like 9422, 17HMR
 Marlin Bolt Action .22 Rifles with T-900 Fire Control Systems
 Legacy Sports buy 15 get 1 free promo
 NEF Sidekick, non firearm muzzleloader
 Winchester Coyote Model 70 Rifle, CRF, calibers including 25WSM
 Browning's new Synergy over/under shotgun will be a threat to our Model 332 if they can deliver it.
 Winchester and Browning rifles offered in the Winchester short Mags are selling very well I
 against the Remington SAUM rifles. Dealers report consumers prefer the Winchester caliber
 offerings over the Remington Ultra Mags
 New Ruger .20 caliber offering ballistics similar to .221 fireball. Will affect .221 fireball sales.
 Manufacturer programs such as the Mossberg "Maximize it" program and Legacy arms buy
 15 get one free program have encouraged dealers to purchase these manufacturers products
 for increased profitability.
 Dealers perception of Remingtons relationship with the box and chain business. Dealers feel
 they are being short changed by Remington and big boxes are receiving preferred treatment in
 shipments and pricing. Losing dealer support based on strong sell pricing and advertising by the
 chain business.