

data from the past 3 years reveals a steady decline in Remington autoloader share to 25% in 2002.

- Data also reveals that the autoloader percentage of the total domestic shotgun market is holding when viewed against a 5 year history. In other words, when the overall shotgun market fluctuates, the percentage that is in the autoloading category has remained steady at 18-20% of the total. Remington's piece of the pie, however, has continued to shrink.
- This loss of share in autoloaders is the result of several factors:
  - Products that are perceived to be in the declining stage of their life cycles.
  - Relatively high manufacturing cost, which limits the flexibility to cut prices and gain share.
  - Shortfalls in product performance and features when compared to the competition in the same price range.

*Remington's major competitors in the domestic autoloading shotgun market are Browning/USRAC, Beretta and Benelli. These three manufacturers, together with Remington, make up over 90% of all units sold in the U.S.*

#### **Beretta/Benelli (Beretta Group)**

Beretta's key autoloading shotgun products are the AL390, AL391 Urika, ES100 Pintail and the new A391 Xtrema. At this writing, the **AL390** is being sold exclusively to Walmart. Since its introduction two years ago, the 2 3/4" and 3" chambered **AL391 Urika** has gained significant favor in the auto shotgun market. It features 12 and 20 gauge self-compensating gas-operated actions, select walnut wood/synthetic stock and fore-end, and is available in field and competition versions spanning 37 SKUs.

The **A391 Xtrema** is a 12 gauge 2 3/4", 3" and 3 1/2" capable gas-operated autoloading shotgun that is available in wood and synthetic versions. The 2002 introduction of the Xtrema has been too recent to draw any conclusions about its market acceptance. However, according to sales trends across the industry, the 12 gauge 3 1/2" shotgun market has experienced a significant downturn over the past two years causing most shotgun manufacturers with 3 1/2" guns to offer promotions of various kinds to move product. Beretta's introduction of a 3 1/2" capable autoloader at this time is a curious strategic move.

The **ES100 Pintail** is an inertia-operated 12 gauge gun and like the Urika is chambered for 2 3/4" and 3" shells. The Pintail was once the flagship of the Beretta auto shotgun line, but is now only available in synthetic stock and fore-end versions covering six SKUs.