

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.

The easiest way to digest this wide range of guns is to divide it into Field and Target/High-Grade. The Field guns are the **525, Lightning, White Lightning and Feather**, and offer polished blue metal and various styles of stock and fore-end in high-gloss wood. These are the less expensive O/Us in the Browning line, but account for the majority of sales. The Target/High-Grade guns are the **XS, XT, Gran Lightning, Privelege and Esprit**, and offer select wood, ported barrels, some with adjustable stocks and some with engraved sideplates.

The Winchester brand of O/U is the **Supreme**, and is a lower priced O/U than the Citori field grade guns. It is offered in field and sporting versions covering only 4 SKUs. The Supreme comes in at an average \$250 less than the comparable Citori product.

Beretta

A close second in terms of volumes is Beretta with 30-32M units sold annually. The main Beretta O/U offerings are the **686 and 687 Field** family, which together include 74 SKUs. The 686 family is comprised of the **Whitewing, Onyx and Silver Pigeon**. The **Whitewing** has the lowest price in the Beretta line, and features 12 and 20 gauge guns with checkered A grade gloss-finished walnut and chambered for 3" shells. The **Onyx** also comes in 12 and 20 gauge, 3" or 3 1/2" chambers, select walnut with cut checkering and Schnabel fore-end. The **Silver Pigeon** is offered in 12, 20 or 28 gauge, and also has select walnut and Schnabel fore-end.

The 687 Field family includes the **Ultralight, the Silver Pigeon II, the Gold Pigeon and the Diamond Pigeon**. The **Ultralight** is a 12 gauge 2 3/4" only gun, and offers