

Remington's main competition in this market is from **Hastings®**, who manufactures extra barrels and choke tubes not only for Remington but for Browning, Ithaca and Beretta shotguns as well. Hastings has a reputation for good levels of quality and enjoys respectable sales with its replacement barrels for Remington shotguns. Hastings barrels are offered for the Model 870, Model 1100 and Model 11-87, and come with interchangeable chokes. The Hastings Paradox® line is comprised of fully rifled 12 and 20 gauge barrels, and offers rifled sight and scope mount options. The Hastings barrel line for Remington shotguns spans over 40 SKUs and carries a distributor price after discounts and terms of 5%-10% less than comparable Remington product.

Mossberg® also offers replacement barrels for Remington shotguns, but only in 12 gauge and only for the Model 870. Their line includes 7 SKUs and is almost entirely made up of deer barrels. The distributor price after discounts and terms is around 5% less than comparable Remington barrels, but the perceived low quality of the Mossberg product does not make them a serious threat.

Extra Shotgun Barrel Product Strategy

- **2003-2004:** Extra barrel strategy for the short term will include the addition of 16 gauge slug barrels for the Model 870 Wingmaster and Express. In addition, a 16 gauge VT RC barrel will be added for retrofit to the "old" style 16 gauge guns. In 2004, deer barrels for the Model 1100 16 gauge will be introduced.
- **2005-2007:** Long term, the strategic direction will be closely tied to the introduction of the Model 2100 New Gas Autoloader. Its design will allow for replacement barrels that are fully rifled and have provisions for scope mounts and rifle sights.
- **2006:** New rifling technologies will be explored that have performance improvement potential. Polygonal and microgroove rifling will be evaluated for greater accuracy enhancement. This can be incorporated into existing 870, 1100 and 11-87 barrels to drive incremental sales.

New extra shotgun barrels for 2003-2004 are as follows:

2003-2004 XBL Model	MSP	Net Selling Price	1st Year Volume	Margin
870 Wing 16/20 Deer RS	\$142	\$103	1000	30%
870 EXP 16/20 Deer RS	\$101	\$73	1000	37%
870 Wing 16/28 VT RC	\$181	\$131	1000	45%