

CZ (Ceska Zbrojovka)

In the mid 1990's importation of the CZ ZKM 452 series of bolt-action rimfire rifles began. Manufactured at very low costs in the former communist block nation of Czechoslovakia, the CZ product is a no-frills albeit sturdy platform that has gained quite a following in the U.S. Domestic market. BATF import reports indicate some 6M-10M units are imported into the U.S. on an annual basis. Available in European, Classic American, and Varmint configurations, the CZ rifles feature Turkish walnut stocks, cast steel receivers and hammer forged barrels with a low-luster matte finish.

**Wholesale Pricing Comparison
Mid Priced Bolt-Action Rimfire Rifles**

| Manufacturer | Model | Net Wholesale Price |
|--------------|---------|---------------------|
| Ruger | 77/22 | \$329 - \$348 |
| CZ | ZKM 452 | \$225 - \$250 |

High Priced (Over \$500)

The high priced segment of the bolt-action rimfire market is the smallest category by far. However, prices commanded for rifles in this category are far from the \$100 price point, mass produced rifles. In fact, there is a significant step change in price between the Mid Priced and High Priced bolt-action rimfire rifles. While the Mid Priced Rifles seldom approach the \$500 retail mark, it is not uncommon for the High Priced rifles to sell in the \$800 - \$1000 range. This price gap suggests that there is some untapped opportunity for a platform that draws potential buyers up from the Ruger and CZ rifles, while also drawing potential buyers down from the high priced platforms. Distribution in the High Price category takes place nearly exclusively through direct dealer relationships.

Kimber

The Kimber 22 has received reviews by some prominent outdoor writer's as being the finest American-made bolt-action rimfire rifle available. Recently introduced after departing from the bolt-action rimfire market, the Kimber 22 has gained popularity. Boasting guaranteed out-of-the-box accuracy of 5-shot group sizes not exceeding 0.40" (although phone calls to Kimber have determined this claim to be somewhat misleading as the accuracy is tested by placing the action alone in a vice without the stock), the Kimber 22 also boasts healthy prices. The Kimber 22 is available in "no-frills" Youth and Hunter versions, the mid-line Classic version, and a highly decorated Super America version.