

Rimfire Ads by Brand

| | |
|-----------|--------|
| Remington | \$0.02 |
| Savage | \$0.01 |
| Ruger | \$0.30 |
| Marlin | \$0.50 |

2001 Domestic Rifle Distribution

| | |
|------------------------|-----|
| Others | 15% |
| Specialty Sports Shops | 17% |
| Mass Merchants | 21% |
| Sporting Goods | 47% |

2001 Remington Rimfire Retail Dist

| | |
|----------------|-----|
| Chains | 34% |
| Dealers | 20% |
| International | 3% |
| Mass Merchants | 43% |

2001 Auto Rim Brand share

| | |
|-----------|-----|
| Other | 3% |
| Browning | 1% |
| Savage | 9% |
| Remington | 11% |
| Marlin | 34% |
| Ruger | 41% |

2001 Manual Action RF Brand Share

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|------------|-------|
| Remington | 0.5% |
| Marlin | 27.0% |
| Savage | 20.6% |
| Henry | 19.1% |
| Other | 16.2% |
| Ruger | 12.3% |
| Winchester | 4.4% |

2001 Advertising for CF

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|------------|-------|
| Savage | \$0.2 |
| Browning | \$0.2 |
| Weatherby | \$0.3 |
| Remington | \$0.4 |
| Winchester | \$0.4 |
| Marlin | \$0.5 |
| Ruger | \$1.1 |