

597 Magnum Synthetic – Standard 597 Magnum chambered for .17 HMR

597 HB Magnum – Same as current 597 HB Magnum chambered for .17HMR.

597 .17 HMR Conversion Kit – Marketed under the same strategy followed on shotgun part order barrels, the sale of .17 HMR Model 597 barrel would allow the current owner of a Model 597 Magnum .22WMR to convert their firearm over to accommodated the .17 HMR.

Model	MSP	NSP	1st Yr. Volume
597 Magnum SYN .17HMR	\$ 241.00	\$ 215.40	5000
597 HB Magnum .17HMR	\$ 299.00	\$ 267.23	2000
597 Magnum .17HMR Conversion	\$ 103.00	\$ 86.30	2500

Model 597 Scoped Combo - The Marlin Model 60SS scoped combo has proven to be tremendously successful at Wal*Mart. Point of Sale data from Wal*Mart indicates growth in volume for this sku in 2002 of 10% over 2001 levels. The rifle comes with an inexpensive fixed 4X scope with 20mm objective and 5/8" tube. Significant opportunity exists for Remington to enter this category with a similar offering, only with a scope perceived as a greater value. A fixed 4X scope with a 32mm objective and 1" tube from BSA has been identified as a candidate for this project. Initial thoughts are to make this product an exclusive for Wal*Mart conditional upon Wal*Mart's commitment to grow the 597 business significantly.

Model	MSP	NSP (Wal Mart)	1st Yr. Volume
597 Scoped Combo	\$ 140.00	\$ 130.34	7500

Pricing Considerations – From a purely competitive perspective, there is every argument not to take a price increase on the Model 597, especially on the 22LR models. However, pricing on the Model 597 has held for two consecutive years despite rising manufacturing costs. Margins on the Model 597 are poor and a price increase for 2003 is a necessary action. **A 4% price increase is recommended across the line for 2003.**

Product Deletions – See Appendix A for a comprehensive listing of product deletions.