

## **Product Strategy 2003 – Other New Product Opportunities**

**Model 673 Guide Rifle** – In 1965, Remington introduced the Model 600 Magnum Carbine bolt-action centerfire rifle. Chambered originally for .350 Remington Magnum and later for 6.5mm Remington Magnum, the Model 600 Magnum Carbine featured a beech and walnut lumber laminate stock and 18.5" barrel with a full length, synthetic ventilated rib. Today, these firearms are widely sought after by collectors and enthusiasts.

For 2003, Remington plans to introduce the next generation rifle based on the lineage of the old Model 600 Magnum Carbine. Based on the Model Seven Magnum platform, the Model 673 Guide Rifle will feature a nearly identical stock to the old Model 600 Magnum with a 22" barrel with a full length, steel ventilated rib. The Model 673 Guide Rifle will be chambered in .350 Remington Magnum and .300 Remington SA Ultra Mag. It should be noted that the .350 Remington Magnum, absent from the Ammunition line for sometime will be reintroduced by the Ammunition group to accompany the new Model 673.

<b>Model</b>	<b>MSP</b>	<b>NSP</b>	<b>1<sup>st</sup> Yr. Volume</b>
Model 673 Guide Rifle .350 Rem Mag	\$619	\$565	1500 units
Model 673 Guide Rifle .300 RSAUM	\$619	\$565	1500 units

## **Product Strategy 2004 & Beyond – Other Product Opportunities**

**New Centerfire Bolt-Action Rifle (C-BAR)** – While the Model 700/Seven categories are still enjoying healthy volumes and profit margins, both products are relatively mature in their life-cycle. The Model 700 will certainly continue to occupy and drive a significant portion of the future of the Remington Arms Company. However, Remington must be proactive and look to new technologies, materials, and manufacturing methods to design and implement a new product family that is cutting edge from an accuracy and performance perspective and more cost effective to manufacture than current products. As the next generation of premium centerfire bolt-action rifles, the C-BAR's design should take the following into consideration:

- Accuracy capability that is unprecedented in a production grade bolt-action centerfire rifle through production methods that result in product consistency and predictability.