

Total Shotguns	1999	2000	2001		
	1442484	1217473	1143993		
Total Autoloaders			217360	% of Market	
Total Pumps			583440	Autoloader	18.8%
Total O/U			91520	Pump Action	49.8%
Total Single Shot			220000	O/U	9.2%
Total Other			34320	Single Shot	19.2%
Total Extra Barrel				Other	3.0%
					100.0%
TOTAL			1146640		
Brand Share of Total					
Remington	30.3%	29.3%	28.4%	Other	5.6%
Mossberg	22.9%	21.9%	19.2%	Benelli	7.5%
Browning/USRAC	12.2%	14.8%	15.1%	Beretta	9.2%
NEF/H&R (Marlin)	13.0%	12.4%	15.0%	NEF/H&R	15.0%
Beretta	8.3%	8.5%	9.2%	Browning/W	15.1%
Benelli	5.2%	4.8%	2.7%	Mossberg	19.2%
Other	8.1%	8.3%	10.4%	Remington	28.4%
TOTAL	100.0%	100.0%	100.0%		100.0%
Brand Share of Autos					
	1999	2000	2001		
Remington	32%	30%	28%	Remington	27.9%
Browning/W	22%	22%	21%	Browning/USRAC	21.5%
Beretta	21%	22%	24%	Beretta	24.3%
Benelli	20%	21%	21%	Benelli	21.2%
Other	5%	5%	6%	Other	5.1%
TOTAL	100.0%	100.0%	100.0%		100.0%
Brand Share of Pumps					
				World Sales B	
Remington	36.7%	223000		USA	70%
Mossberg	41.6%	252000		Europe	25%
Browning/W	7.2%	43740		Other	5%
Benelli	11.5%	70000			
Other	3.0%	18225		Shotgun Distri	
TOTAL	100.0%	606965		Mass Mercha	25.0%
				Specialty Spo	17.0%
Brand Share of O/U				Sporting Goo	48.0%
				Other	10.0%
					100.0%
				Shotgun Distri	
Remington	0.4%	450		Mass Mercha	15.0%
Browning/USRAC	35.9%	40000		Specialty Spo	21.0%
Ruger	8.9%	10000		Sporting Goo	58.0%
Beretta	30.1%	33700		Other	6.0%
Other	24.7%	28000			
TOTAL	100.0%	112150			
Brand Share of Single Shot					
					100.0%
NEF/H&R (Marlin)	74.9%	173000.0			
Browning	2.1%	5000.0			

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Other	23.0%	54000.0
TOTAL	100.0%	232000.0

Brand Share of Extra Bbl

Remington
Mossberg
Browning/USRAC
Hastings
Other
TOTAL

Advertising Ex	
Other	2%
Remington	8%
Winchester	10%
Benelli	11%
Mossberg	12%
Beretta	14%
Browning	21%
Ruger	23%
	100%

216200
572700
105800
220800
34500
1150000

67200
90000
110400
180000
181200
230400
340800
1200000

61380
47300
53460
46640
11220
220000

breakdown

tribution % of Units

tribution % of Retail Dollars

penditures

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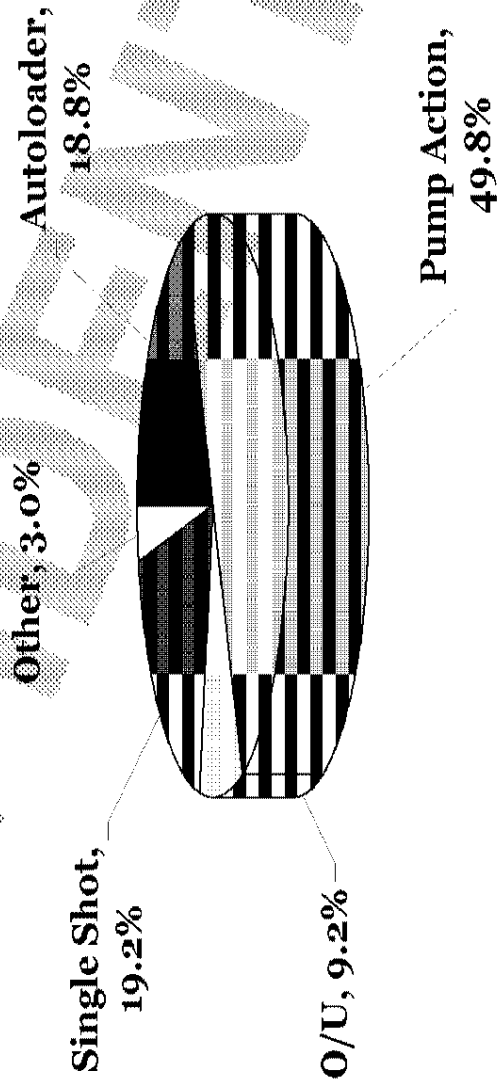
Manufacturer	Model	Net Wise Price
Browning	Field Grade	
Browning	Target Grade	
Beretta	686 Family	
Beretta	687 Field Family	
Beretta	Silver Pigeon	
Ruger	Red Label	
Ruger	Woodside	

Model	MSP	Net Selling Price	1st Year Volume
1100 16 ga Classic Field	\$574	\$453	2500
1100 16 ga Synthetic	\$412	\$325	4000

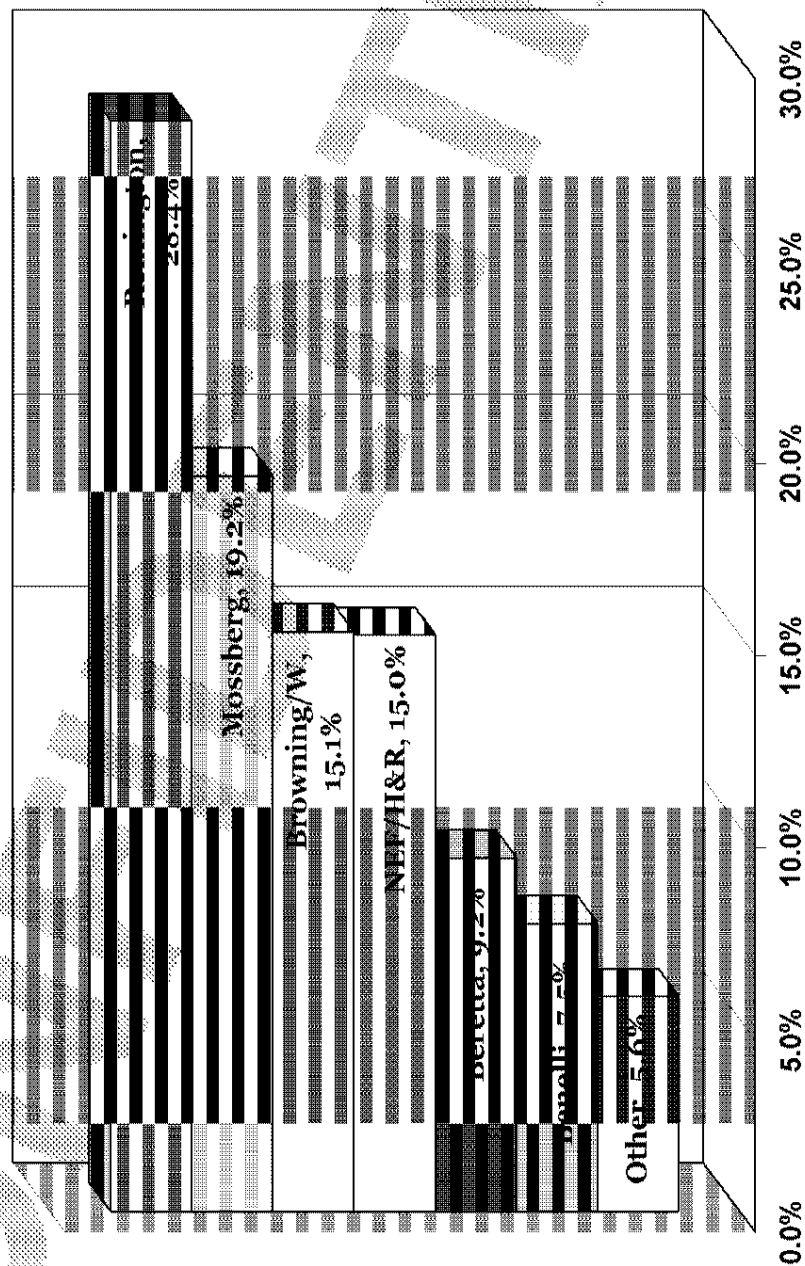
Margin
32%
36%

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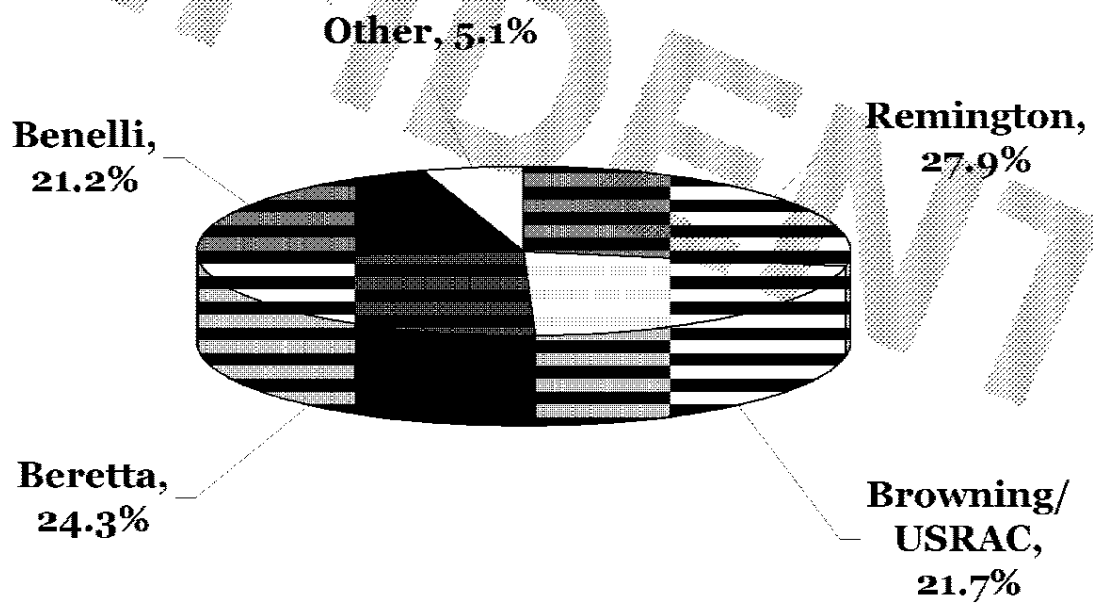
**2001 Shotgun Market Share by Action Type
(% of Units)**



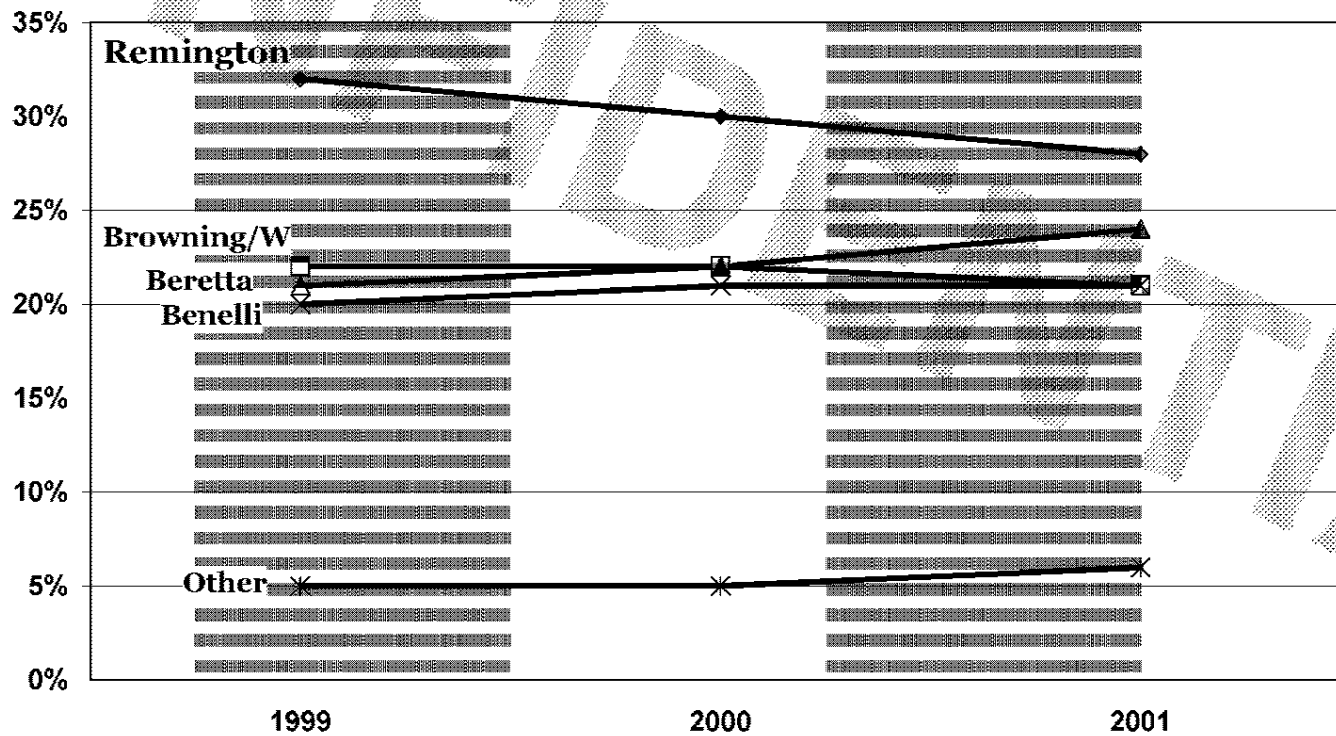
2001 Shotgun Brand Share (% of Units)



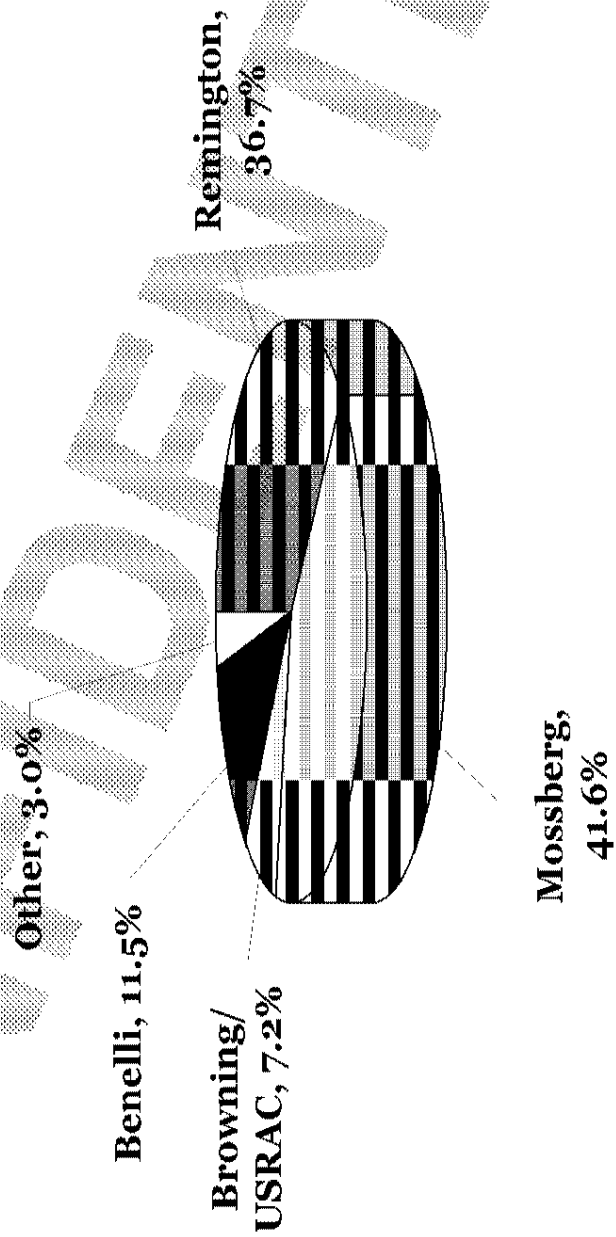
2001 Autoloading Shotgun Brand Share (% of Units)



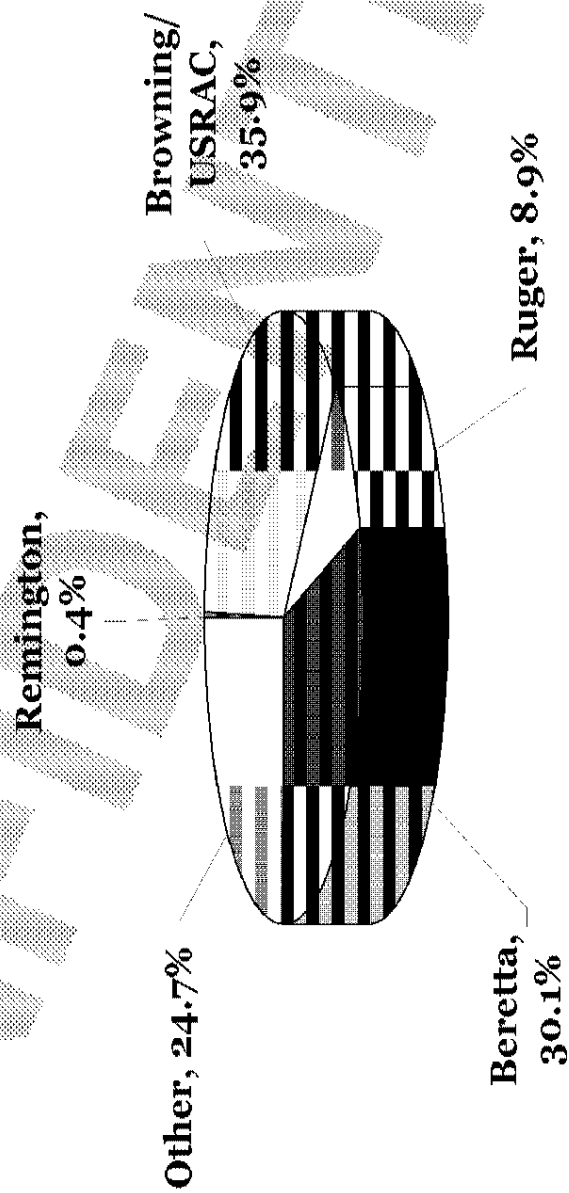
2001 Autoloading Shotgun Brand Share 3 Year Trend



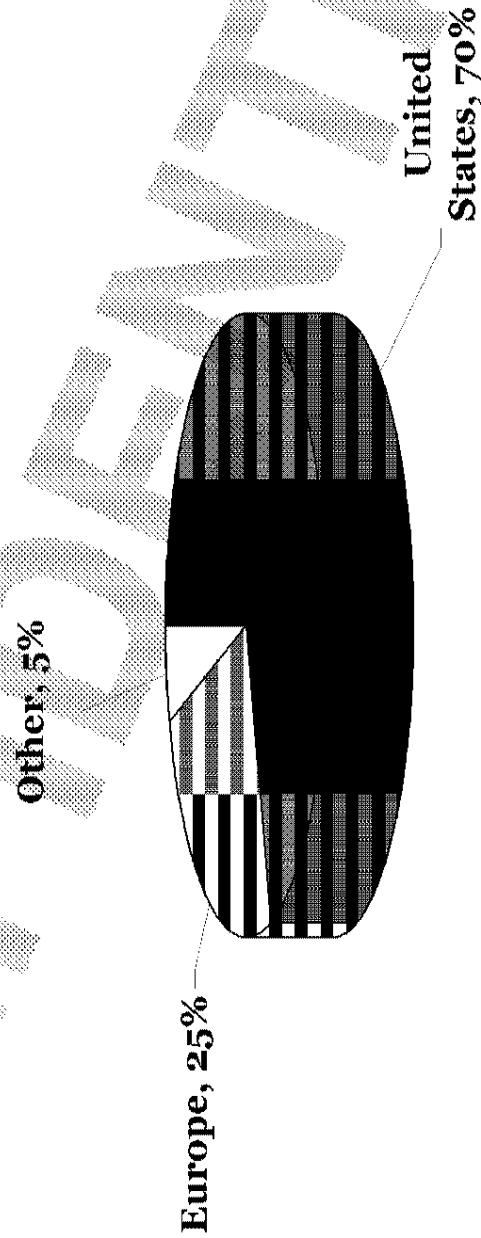
**2001 Brand Share of Pump Action Shotguns
(% of Units)**



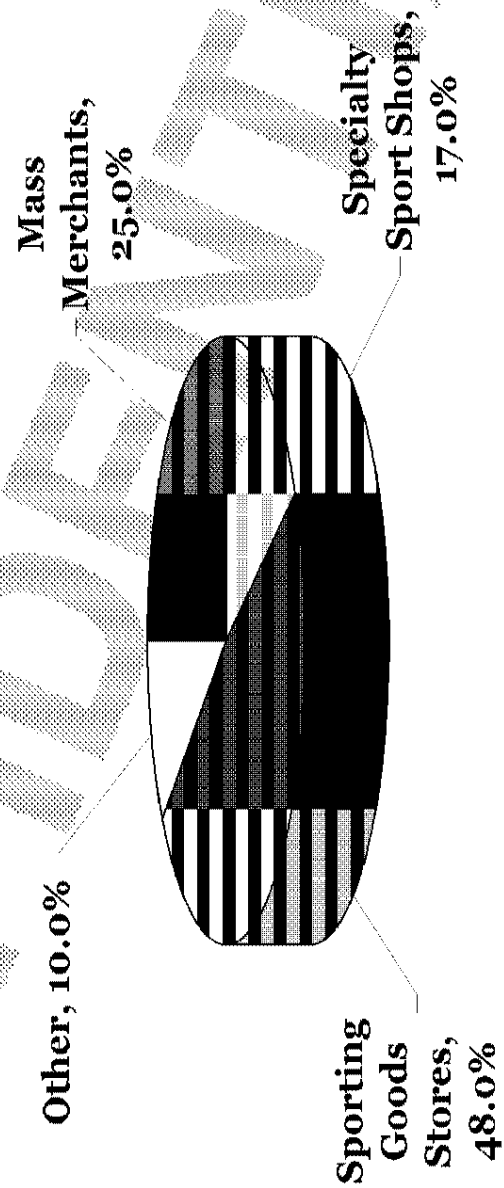
**2001 Brand Share of O/U Shotguns
(% of Units)**



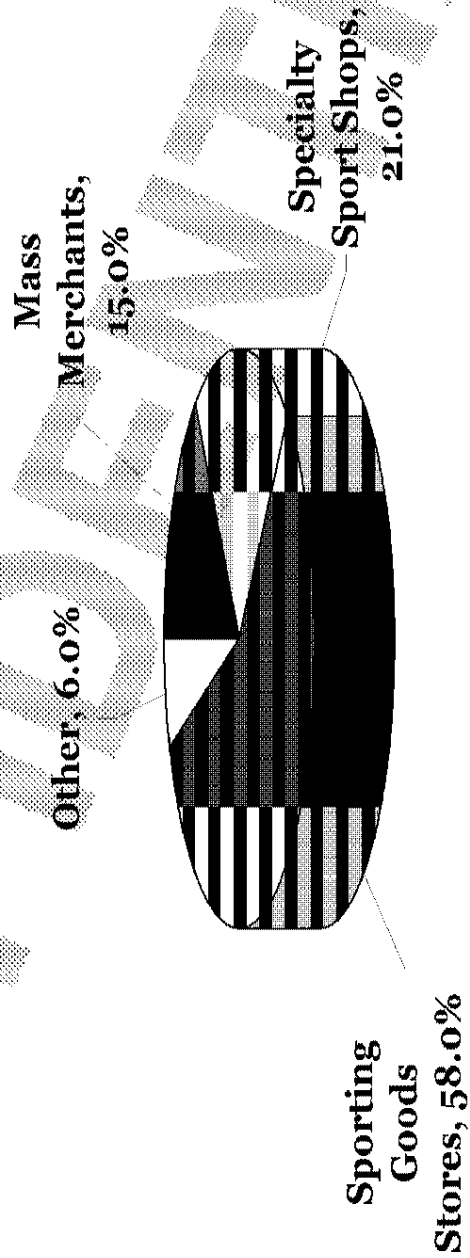
World Shotgun Sales
(% of World Sales, excluding Ex USSR & China)



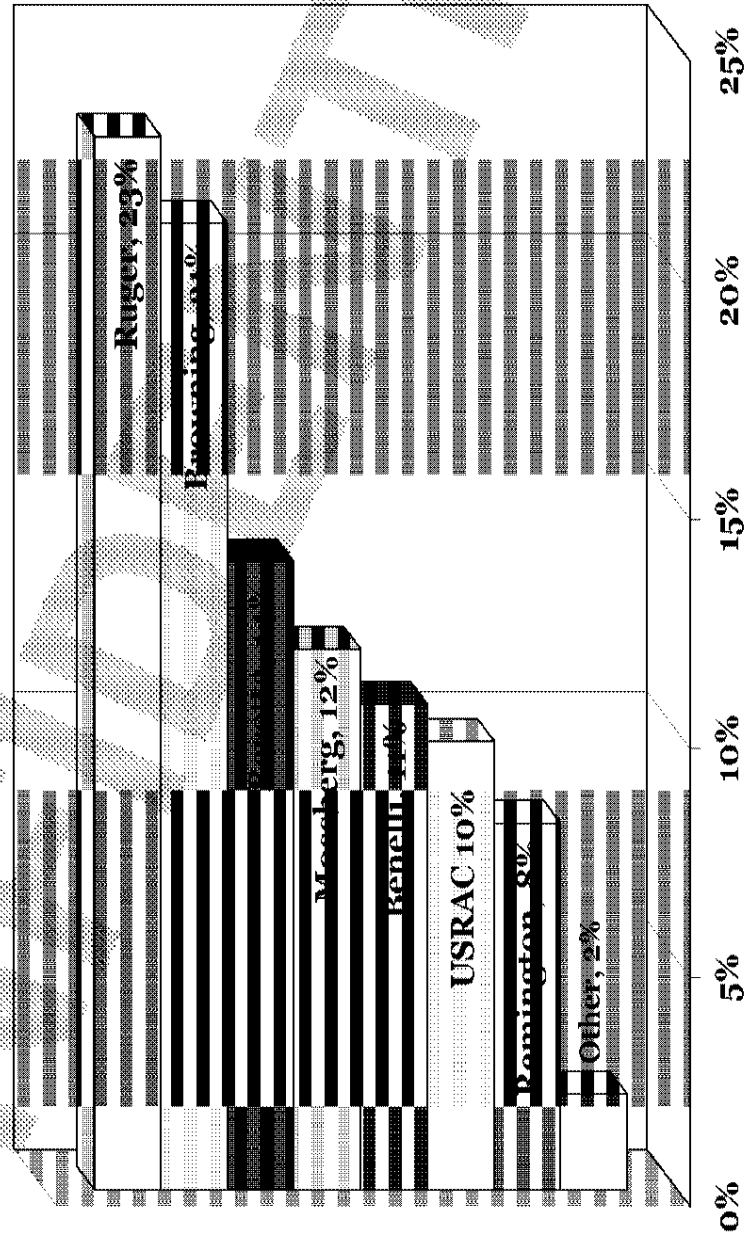
**2001 Shotgun Distribution Channels
(% of Units)**



**2001 Shotgun Distribution Channels
(% of Retail Dollars)**



2001 Shotgun Advertising Expenditures by Brand⁴
(% of Total \$ Spent)



**2001 Single Shot Shotgun Brand Share
(% of Units)**

