

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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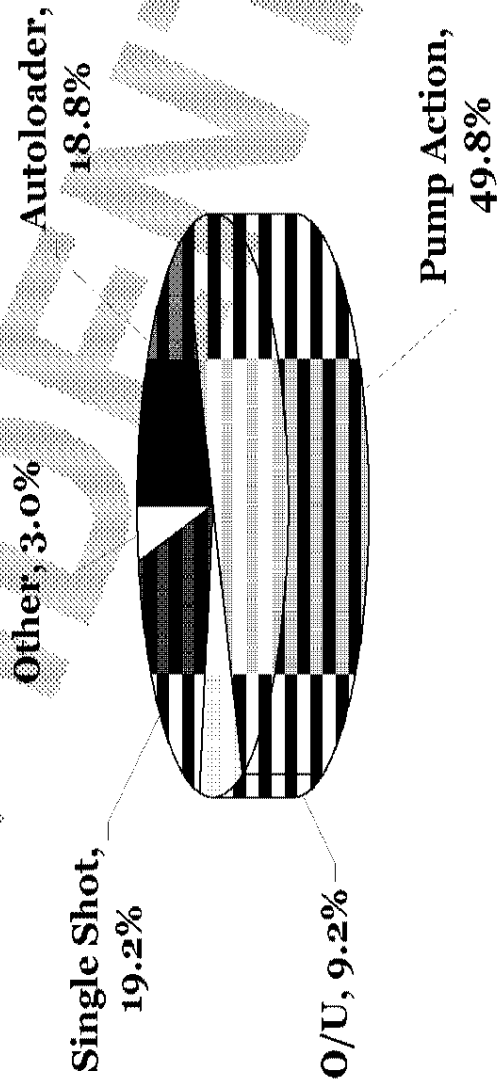
Manufacturer	Model	Wise Price (After FET)
Browning	Field Grade	\$1106-\$2788
Browning	Target Grade	\$1181-\$2651
Beretta	686 Family	\$856-\$1707
Beretta	687 Field Family	\$1233-\$4122
Ruger	Red Label	\$813-\$960
Ruger	Woodside	\$1098
Winchester	Supreme	\$909-\$1018

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

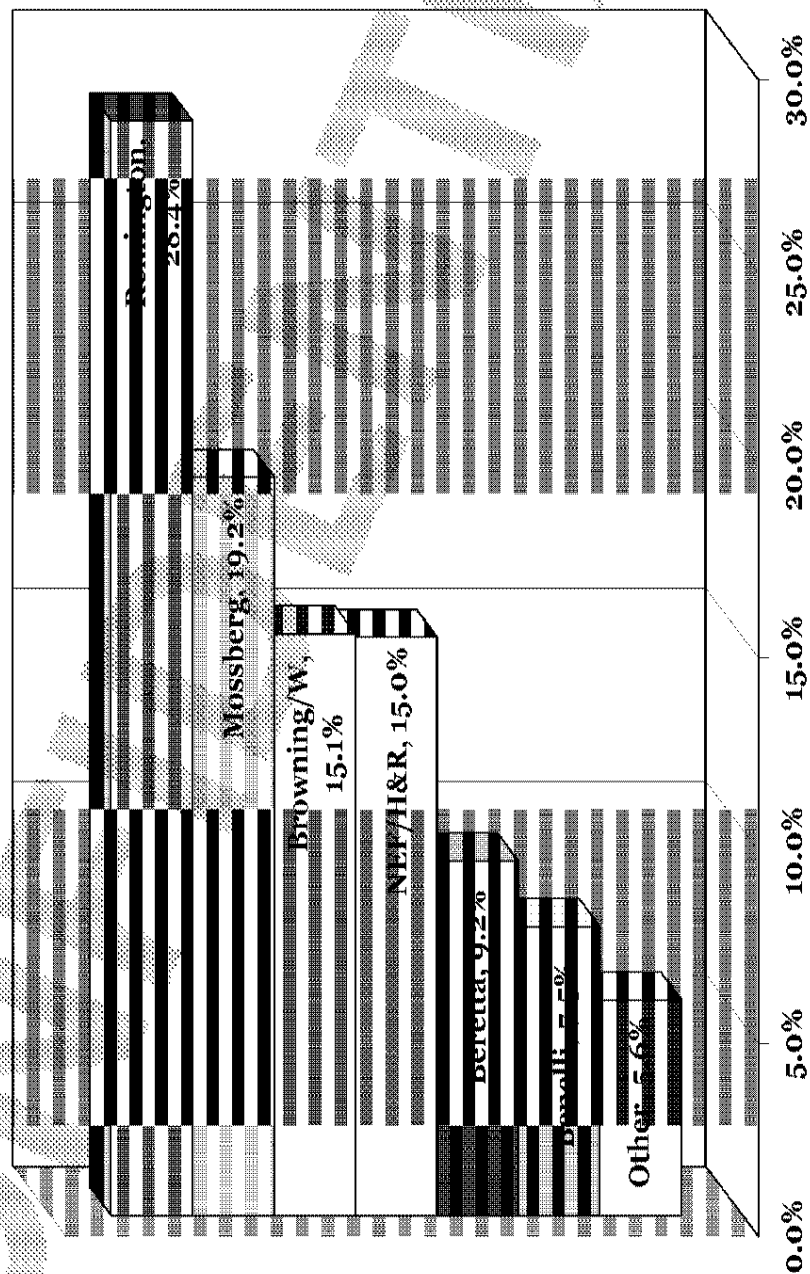
Margin
32%
36%

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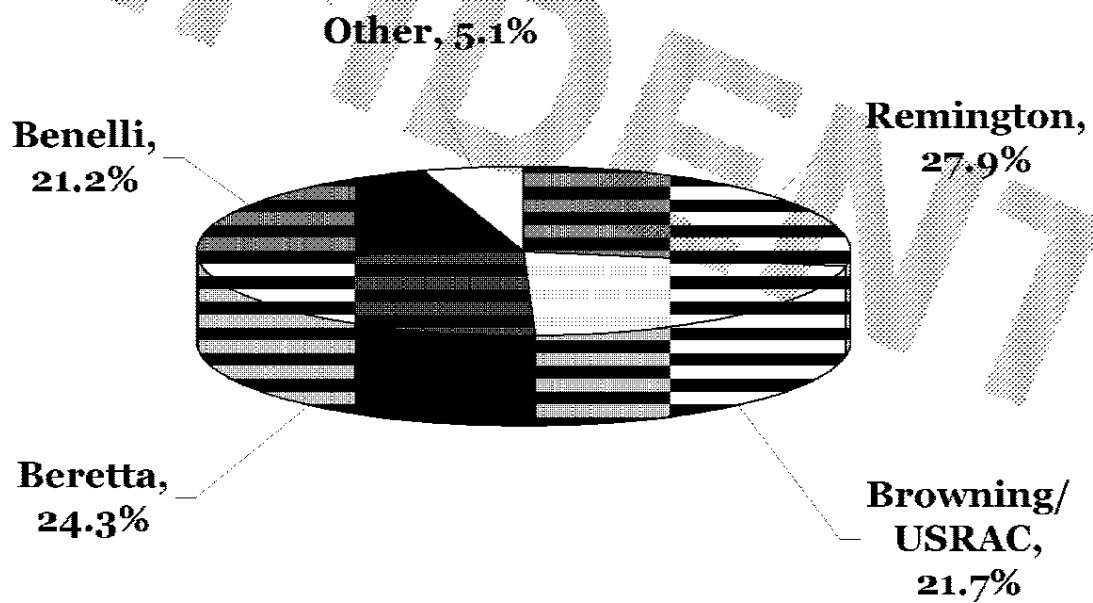
**2001 Shotgun Market Share by Action Type
(% of Units)**



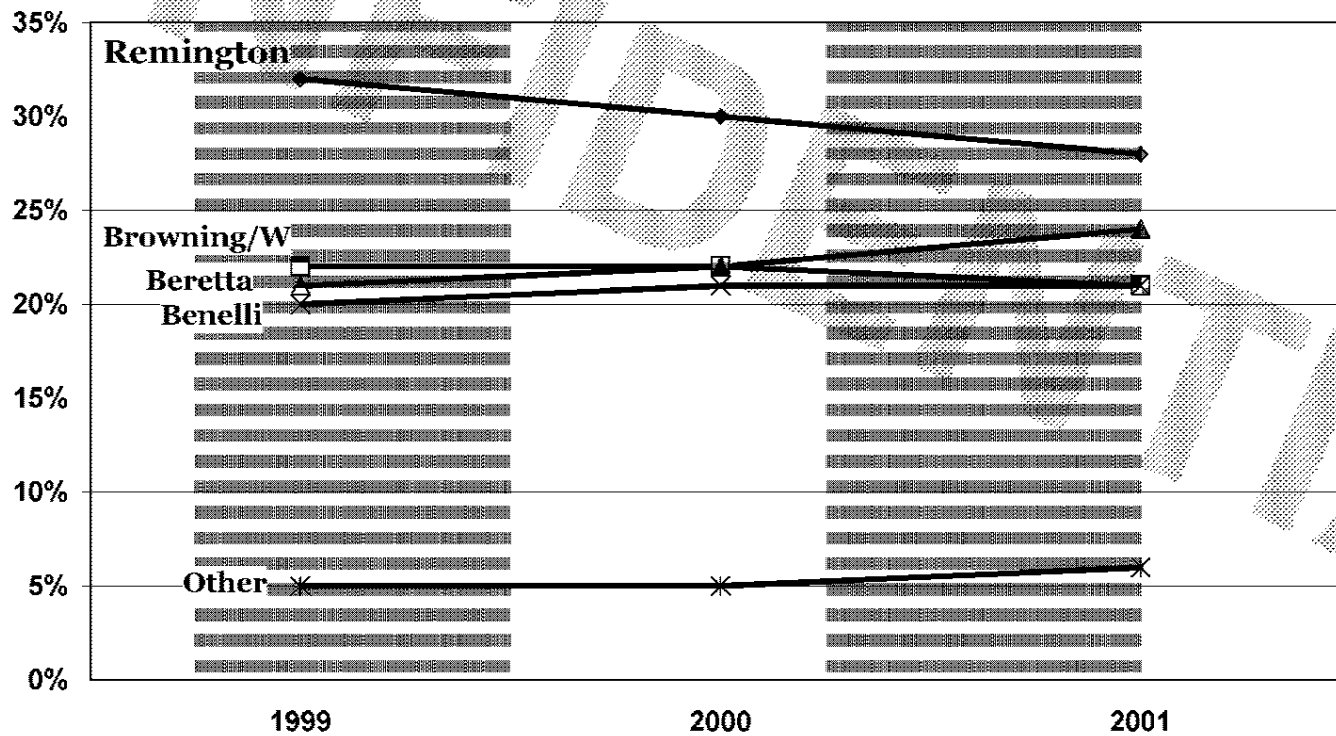
2001 Shotgun Brand Share (% of Units)



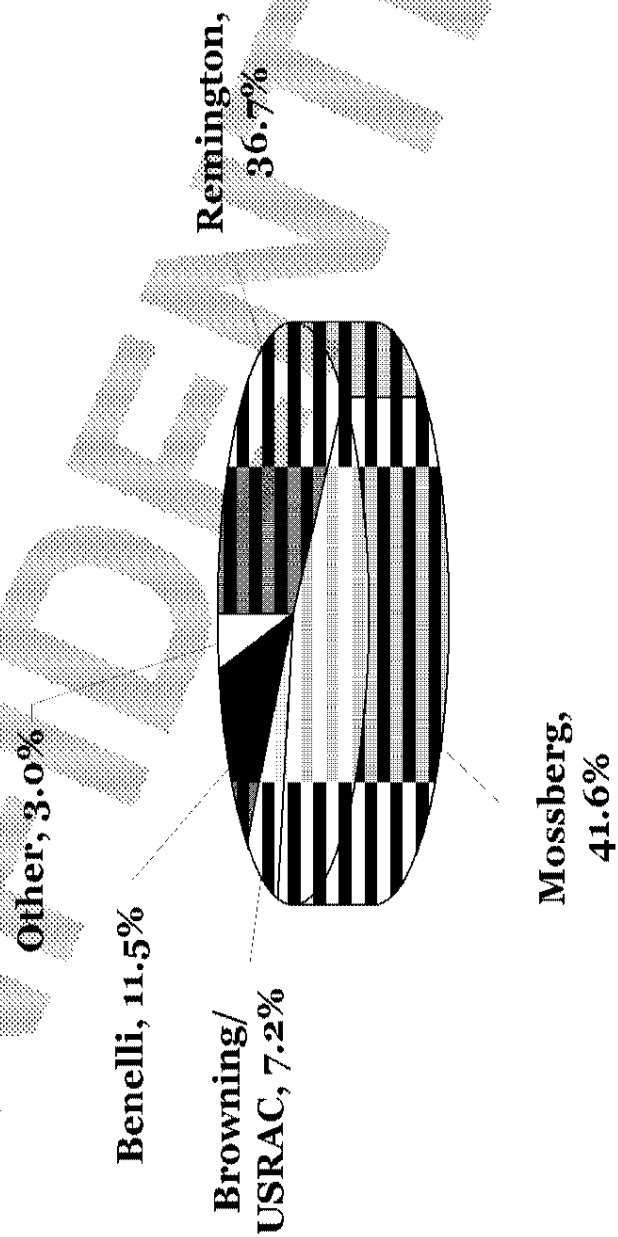
2001 Autoloading Shotgun Brand Share (% of Units)



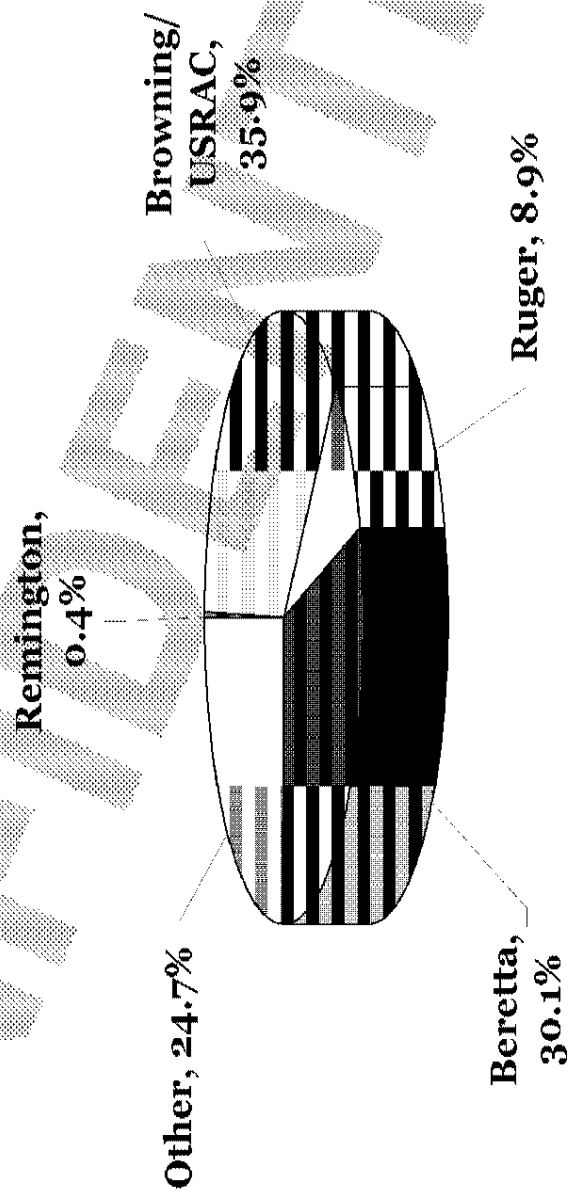
2001 Autoloading Shotgun Brand Share 3 Year Trend



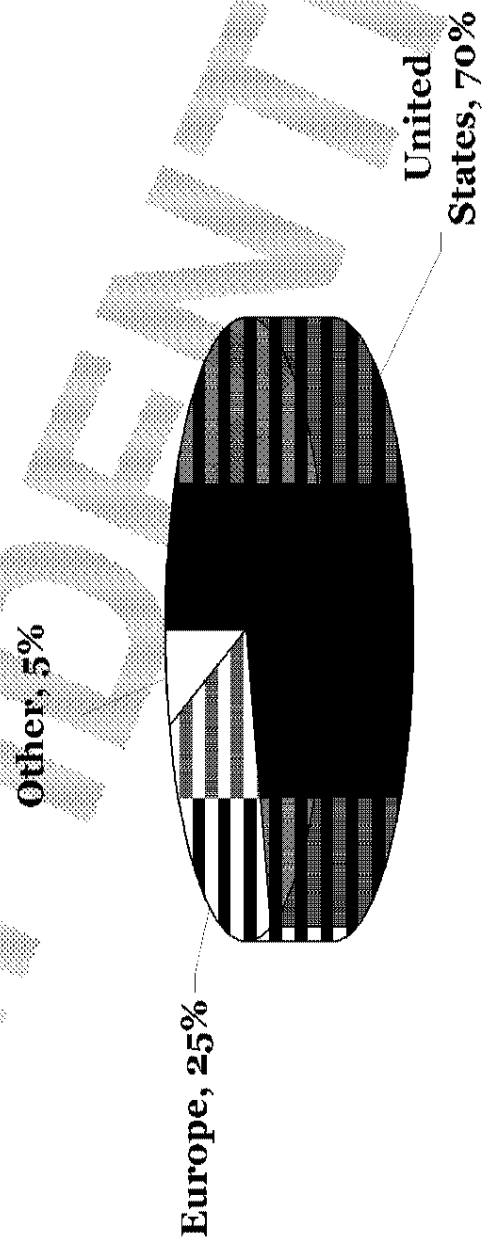
**2001 Brand Share of Pump Action Shotguns
(% of Units)**



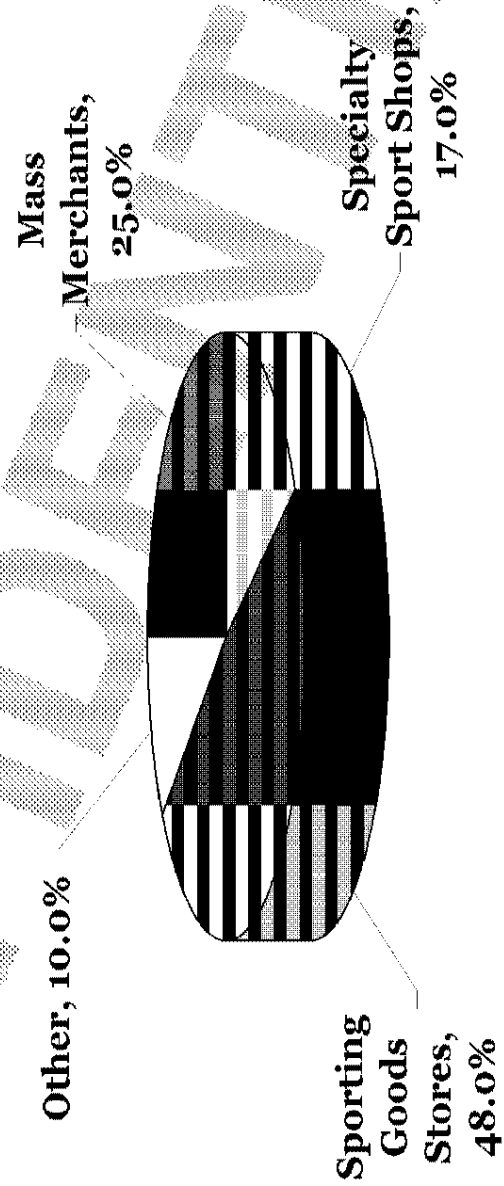
**2001 Brand Share of O/U Shotguns
(% of Units)**



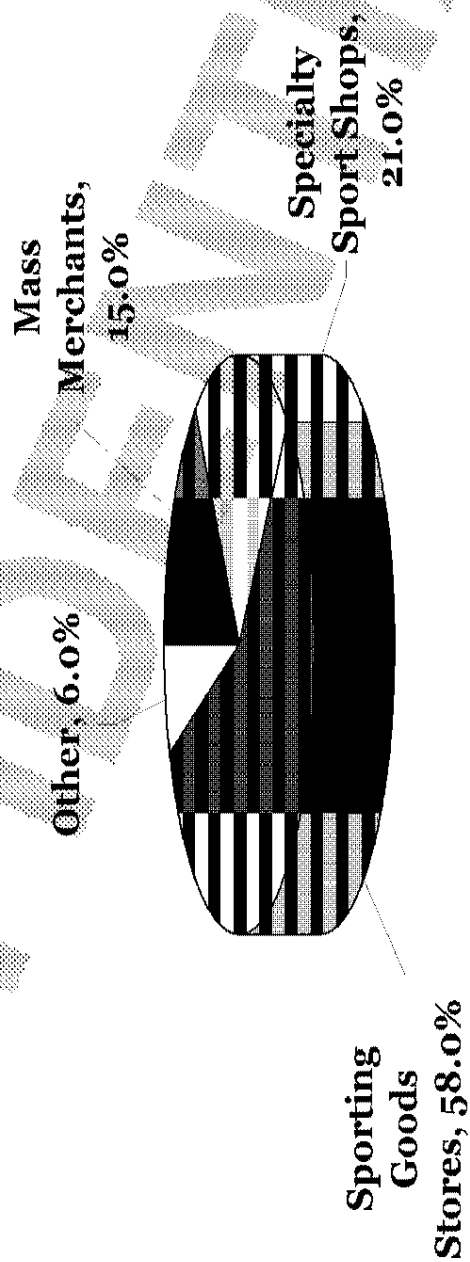
World Shotgun Sales
(% of World Sales, excluding Ex USSR & China)



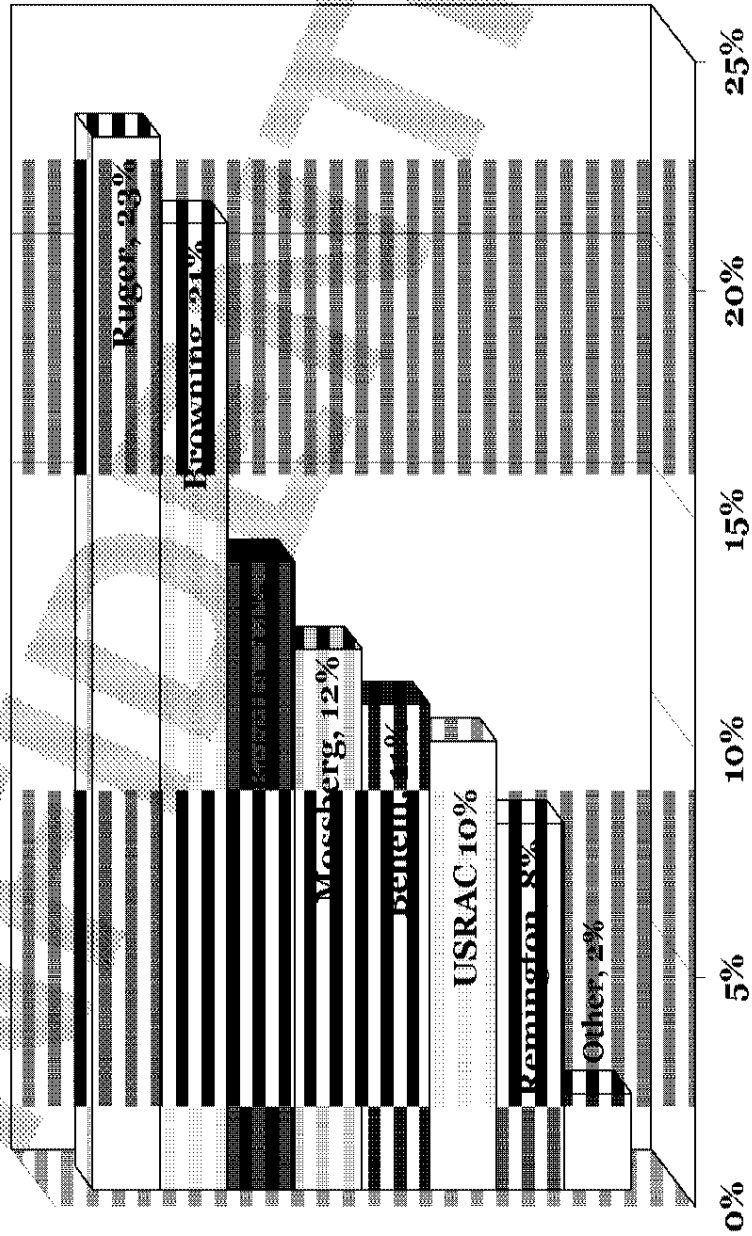
**2001 Shotgun Distribution Channels
(% of Units)**



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



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



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

