

Remington New Product Launch Summary

2009 Remington New Product Introductions

Model 887 Super Magnum Pump Action Shotgun

Product Description:
Competitive Strategy:
Sales Projections:

2nd Quarter 2008

April

DAT
T&P

New Low-cost Pump Action Shotgun utilizing new technologies combining synthetic polymers and steel components			
To regain a cost leadership position in pump shotgun manufacturing and to create value for customers with a money making product			
NSP (Tax Out)		Ann. Vol	
\$243		30000	
		3rd Quarter 2008	
May	June	July	Aug

	4th Quarter 2008	
	Sept	Oct
Std. Margin % 40%		

		1st Quarter 2009	
		Nov Dec Jan Feb Mar	

Warehouse	
Model 105 CTi II Product Description: Competitive Strategy: Sales Projections:	
DAT T&P Warehouse	2nd Quarter 2008
	April
X-Mark Pro Adjustable Trigger	

Relaunch of the Model 105 CTi to include new enhancements to improve functionality and reliability		
To regain lost market share in the premium semi-auto shotgun category		
NSP (Tax Out)		Ann. Vol
\$875		10000
		3rd Quarter 2008
May	June	July Aug

Std. Margin %	
13%**	
**Margin based on 2008 standard costs prior to any cost reduction initiatives	
4th Quarter 2008	
Sept	Oct

Product Description:
Competitive Strategy:
Sales Projections:

**XMP Adjustable adds approximately \$15 in cost per unit. Price strategy to recoup costs will be weighted towards premium postioned products

DAT T&P Warehouse	2nd Quarter 2008
	April

Model 700 XHR (Xtreme Hunting Rifle)

XMP now with external adjustment capability to allow for more consistent, lower trigger pulls from factory and consumer adjustment
To address competitive momentum and improvements in out-of-the-box trigger performance in the marketplace

NSP (Tax Out)		Ann. Vol	
NA (component)		150000	
		3rd Quarter 2008	
May		June	July Aug

[illegible]

Product Description: Competitive Strategy: Sales Projections:	
DAT T&P Warehouse	2nd Quarter 2008 Jan

Hunting line of rifles implementing the VTR triangular barrel profile in a slimmer contour hunting barrel and hunting stock
To build upon momentum gained with 700 VTR barrel concept

NSP (Tax Out)		Ann. Vol	
\$527		11800	
		2nd Quarter 2008	
Feb		Mar	April May

Std. Margin % 55%	3rd Quarter 2008	
	June	July

R-15 XHR (Xtreme Hunting Rifle) Product Description: Competitive Strategy: Sales Projections:	
DAT T&P Warehouse	2nd Quarter 2008 April

Hunting line of AR-15 style rifles chambered for new ammuntion development of .30 caliber cartridge base off of 450 Bushmaster To expand presence of R-15 category with a legitimate big game hunting round in a small platform AR style rifle				Ann. Vol 6500	
NSP (Tax Out) \$892				3rd Quarter 2008	
May				Jun	Jul Aug

Std. Margin % 35%	4th Quarter 2008	
	Sept	Oct

		1st Quarter 2009		
	Nov	Dec	Jan	Feb Mar

Utilizes recently acquired patent pending gas system technology for high end "do-all" autoloading shotgun				
Targets market share in premium shotgun market presently dominated by Benelli's Super Black Eagle II				
NSP (Tax Out)			Ann. Vol	Std. Margin %
\$1,162			15000	43%
		4th Quarter 2008		
Aug	Sept	Oct	Nov	Dec

Sporting model of 105CTi featuring steel rib target optimized bbl, adjustable stock features, extended chokes and silver receiver.				
Logical extension of the soft shooting 105 product is into the sporting clays market				
NSP (Tax Out)			Ann. Vol	Std. Margin %
\$1,209			1500	44%
		2nd Quarter 2009		
Feb	Mar	April	May	June

Introduction of stainless steel into the triangular barrel contour family of rifles			
Further growth of popular barrel desing and to drive Sendero stock business away from HS Precision			
NSP (Tax Out)		Ann. Vol	Std. Margin %
\$608		10000	55%
		2nd Quarter 2009	

1st Quarter 2009						2nd Quarter 2009					
Jan	Feb	Mar	April	May	June						
3rd Quarter 2009						4th Quarter 2009					
July	Aug	Sept	Oct	Nov	Dec						
3rd Quarter 2009						4th Quarter 2009					

DAT T&P Warehouse	Jan
New Autoloading Centerfire Rifle Product Description: Competitive Strategy: Sales Projections:	
DAT T&P Warehouse	1st Quarter 2009 Jan
New R-15/R-25 Furniture Product Description: Competitive Strategy: Sales Projections:	
Design & Prototype Tool Build Warehouse	1st Quarter 2009 Jan

Feb	Mar	April	May	June

New autoloading centerfire rifle intended to compete with the Benelli R1 and new Browning BAR Short Trac and Long Trac.
Unlike the Model 7400, this product will be designed to handle magnum cartridges and will feature a modern look.
To prtotecl and grow the specialized product category of autoloading centerfire hunting rifles in the US and Europe.

NSP (Tax Out)
\$812

Ann. Vol.
10000

Std. Margin %
32%

		2nd Quarter 2009		
Feb	March	April	May	June

New synthetic components designed to bring more of a hunting look and feel to the R family of rifles
To further entrench Remington as the category leader in hunting AR Platforms

NSP (Tax Out)
NA (components)

Ann. Vol
20000

Std. Margin %
NA (components)

		2nd Quarter 2009		
Feb	March	April	May	June

July	Aug	Sept	Oct	Nov	Dec

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3rd Quarter 2009			4th Quarter 2009		
July	August	Sept	Oct	Nov	Dec

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3rd Quarter 2009			4th Quarter 2009		
July	August	Sept	Oct	Nov	Dec

Remington New Product Launch Summary

2011 Remington New Product Introductions

New Bolt Action Centerfire Rifle	
Product Description:	
Competitive Strategy:	
Sales Projections:	
DAT T&P Warehouse	2nd Quarter 2008
	April
Model 105 CTi II SPS	
Competitive Strategy:	
Sales Projections:	
DAT T&P Warehouse	1st Quarter 2010
	Jan

New design intended to address competitive direction taken with innovative new upper end products from Tikka, Sako (Bereita)
Product will be a high end rifle directed toward independent dealers and specialty shops.
It is imperative to insure that we seal our own future with respect to bolt action rifles. We currently lead the category with respect to market share, but competitors are targeting our business. This is a proactive development to steer the direction of this market.

NSP (Tax Out)	Ann. Vol.	Std. Margin %
\$929	10000	50%

		3rd Quarter 2008			
May	June	July	August	Sept	

Synthetic Stocked version of Model 105CTill
Logical extension of the soft shooting 105 product is into the sporting clays market

NSP (Tax Out)	Ann. Vol	Std. Margin %
\$925	6000	30%

		2nd Quarter 2010			
Feb	Mar	April	May	June	

4th Quarter 2008						1st Quarter 2009					
Oct		Nov		Dec		Jan		Feb		Mar	
3rd Quarter 2010						4th Quarter 2010					
July		Aug		Sept		Oct		Nov		Dec	

Remington New Product Launch Summary

2012 Remington New Product Introductions

Model 105 CTi II 20 GA	
Competitive Strategy: Sales Projections:	
DAT T&P Warehouse	1st Quarter 2011
	Jan

Synthetic Stocked version of Model 105CTIII									
Logical extension of the soft shooting 105 product is into the sporting clays market									
NSP (Tax Out)			Ann. Vol		Std. Margin %				
\$925			6000		30%				
			2nd Quarter 2011			3rd Quarter 2011			
Feb		Mar	April	May	June	July	Aug	Sept	

	Oct	Nov	Dec
4th Quarter 2011			