



2008-2010 Major Rifle Introductions		
Rifles		
<u>2008</u>	<u>2009</u>	<u>2010</u>
R-25	700 XHR X-Mark Pro Adj R-15 HTR	CF Auto 700 XHR
<i>Remington... The Next Chapter</i>		

2008 Mid-Year R-25

Description

- Deer Hunting Family of AR Style Rifles
 - 243 Win, 7mm-08 Remington, and 308 Win

Positioning Statement

- AR Rifle Configured for the Big Game Hunter

Launch Date: 2008 NRA Show May 16 Louisville, KY

Features and Benefits

- 28" Carbon Steel Fluted Barrels to Balance Fast Handling and Accuracy
- Mossy Oak® Treestand™ Camo Upper and Lower
- Single Stage Hunting Trigger at 4 ½-6 Pound Pull
- Standard A-2 Style Stock and Pistol Grip
- Flat Top for Ease of Mounting Optics
- Universally Accepted Four Round Magazine Box

FCST	Cost Est	MSP	Margin	Total
3500	\$753	\$1089	\$260	\$910,000

Remington... The Next Chapter

2009

Externally Adjustable X-Mark® Pro

Description

- X-Mark Pro Trigger Set at 3 ½ lbs with External Adjustment of 2 lb Range

Positioning Statement

- The Cleanest Breaking Factory Trigger now with Easy Consumer Adjustment

Launch Strategy

- Available 4th Quarter 2008
- Varmint, Target, and all 2009 New Products
- Phase into Current Line as Inventory of XMP Trigger is Depleted

Features and Benefits

- Out of the Box-On the Dealer's Rack at 3 ½ Pounds
- The World's Finest Factory Trigger in a Consumer Adjustable Version

Competitive

- Savage, Winchester, Browning, S&W, and TC all Advertise Adjustable Triggers
- Same Competitors also Advertise 3 ½ to 3 ¾ Pound Pull Out of the Box

Remington... The Next Chapter

2009 Model 700 XHR				
Description				
<ul style="list-style-type: none"> Line of Big Game Hunting Rifles with the Patented Triangular Barrel Profile <ul style="list-style-type: none"> Nine Total Offerings-243 Win through 300 Remington Ultra Mag 				
Positioning Statement				
<ul style="list-style-type: none"> Benefits of Fluting in a High Tech Performance Package 				
Features and Benefits				
<ul style="list-style-type: none"> Magnum Contour Barrel with Milled Triangular Flats (Current VTR is Varmint/Heavy) Clean Barrel without Muzzle Break—Muzzle Break will be Offered as Customer Special 24" Standard Chambering and 26" Magnum Chamberings Barrel Lengths Stocked in a Synthetic Overmold Stock like Current XCR Line New X-Mark Pro Externally Adjustable Trigger 				
FCST	Cost Est	MSP	Margin	Total
11,800	\$217	\$649	\$294	\$3,469,200
Remington... The Next Chapter				

2009 R-15

Description

- Joint Introduction with Remington Ammunition of a Line of Cartridges for the AR-15
- Will Initially Offer a 30 Caliber Cartridge for Deer Hunting

Positioning Statement

- Deer Hunting Efficiency in the AR-15 from the World Leader in Guns and Ammunition

Features and Benefits

- Deer Hunting Lethality in the Lightweight More Compact AR-15
- Lightweight Gun with Lower Recoil and Less Muzzle Blast than 308 Win Based
- Much Greater Hunting Lethality than Anything Easily Available in the AR-15 Platform
- Will Work in Current R-15 Configuration: Feed, Function, Extract, Eject, Etc.
- Current Aftermarket Accessories Will Work Including Magazine Boxes

FCST	Cost Est	MSP	Margin	Total
4000	\$645	\$859	\$154	\$616,000

Remington... The Next Chapter

2010 New Autoloading Rifle

Description

- New Autoloading Centerfire Hunting Rifle to Replace the Model 750
- Chambered in Standard and Magnum Chamberings

Positioning Statement

- The World's Most Accurate and Reliable Out of the Box Autoloading Rifle

Features and Benefits

- Newly Designed Gas System for Absolute Reliability
- Aircraft Grade Alloy Receiver for Balance of Weight and Strength
- Patented Trigger Design for the Cleanest Trigger Pull in an Auto Set at 4 ½ lbs
- PVD Receiver and Barrel Finish for the Utmost in Durability
- Easy Disassembly for Consumer Cleaning and Maintenance

FCST	Cost Est	MSP	Margin	Total
10,000	\$547	\$899	\$168	\$1,680,000

Remington... The Next Chapter

2010 Model 700 XHR Stainless

Description

- Line of Big Game Hunting Rifles with the Patented Triangular Barrel Profile
- Will Replace the Current Sendero II Line and the XCR Line

Positioning Statement

- Benefits of Fluting in a High Tech Performance Package

Features and Benefits

- XCR Magnum Contour Barrel with Milled Triangular Flats
- Sendero II Replacement will Feature Heavy Barrel
- Clean Barrel without Muzzle Break—Muzzle Break will be Offered as Customer Special
- 24" Standard Chambering and 26" Magnum Chamberings Barrel Lengths
- Stocked in a Synthetic Overmold Stock like Current XCR Line
- New X-Mark Pro Externally Adjustable Trigger

FCST	Cost Est	MSP	Margin	Total
XHR-5,900	\$275	\$749	\$333	\$1,964,700
Snd-3,850	\$300	\$839	\$381	\$1,466,850

Remington... The Next Chapter