

- Bolt Action Centerfire Rifles – Remington will protect and maintain the market share and margin positions enjoyed by the Model 700 series of bolt-action centerfire rifles. This will be accomplished through a continued focus on improving quality and manufacturing throughput while responding in a more timely fashion to the individual needs of the customer. Significant emphasis will be placed over the course of the next three years to adjust the Model 700 line and to grow the Model 770 line. This will be accomplished by continually responding to customer's needs through special make ups and emerging consumer demands in specialized niche markets. Additionally, we will solidify the Model 798 line of controlled round feed Mauser action rifles along with the Model 799.
- Repeating Centerfire Rifles – The Model 750/7600 series of repeating rifles have peaked in their product life cycle and are currently in decline. The present designs do not adequately meet the standards and expectations of the market with respect to reliability (particularly the Model 750) and application (no magnum capability). The short term focus will be on preserving sales levels in the category, with a longer-term (3-year) focus on the introduction of a new autoloading centerfire rifle platform which effectively meets the expectations of the market while providing Remington with annual volumes in the 25M-30M unit range. This category will receive added focus with the addition of AR-15 platforms for varmint, predator, and tactical applications.
- In-Line Muzzleloading Rifles – The muzzleloader category has proven to be challenging to Remington. This category is subject to very short product life cycles, three years maximum, and is very heavily influenced by one or two products in the category. Remington first experienced this with the Model 700 ML and currently with the Genesis. We will continue to reduce our inventory of Genesis rifles and proceed very cautiously with an eye towards future products in the muzzleloading market.
- Single Shot Centerfire Rifles

#### Model 700

Introduced in 1962, the Model 700 is the market leading bolt action rifle. It is the preferred rifle to hunters and shooters world wide due to its inherent accuracy, strength, and dependable operation. It is a category that is critically important to Remington from both a margin and volume producing standpoint. Among the rifle community, the Model 700 is the hallmark of the Remington brand. It is vitally important that we continue to explore opportunities that not only protect the brand but to grow the brand by constantly delivering creative variations built around the famed 700 action while looking at ways to improve on what is already the best rifle in production today.

#### 700 Product Improvements

Savage has made gains in market share over the last five years by implementing an aggressive advertising campaign while improving product quality and adding innovation. The Savage AccuTrigger is easily adjusted by the consumer. When polling dealers and consumers regarding what it is they like about the Savage rifle the response is always about the adjustability of the trigger. Remington has always had one of the best out triggers out of the box and the X Mark Pro trigger is a generational step in the right direction. We need to address this with the next generation X Mark Pro that is externally adjustable by the consumer without taking the barreled action out of the stock. The fact of the matter is that most consumers will never adjust the trigger once it is set. The reality is that Savage has conditioned the market place to believe that this is a feature consumers must have.

If the Model 700 has a weakness, it is its extractor design. The strength of the rifle comes from its famous three rings steel. The inner ring being the bolt face shroud. In order to achieve a circumferential ring of steel, the extractor had to be fitted into the bolt face. This extractor design is one of the weakest. They are sensitive to debris, occasionally break, but most importantly are a cause for concern by some potential customers. With the design of the 700 we will be limited as what we can do but it is my belief that should start exploring this upgrade to the line. We have done some work with a Sako/AR style extractor for the 338 Lapua and should use this work as our basis for a longer term solution.

Model 770

Model 798

Single Shot Platform

Next Generation Autoloading Rifle

NBAR