

Remington Domestic Firearms Line
Marketing/Product Plan for 2008

B. P. Lasley
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2008 Spring/Seasonal Products Overview

The 2008 Spring/Seasonal Products line will consist of a large menagerie of products from both the shotgun and rifle lines that are geared towards the “seasonal” categories typically consisting of Turkey hunting, Varmint/Predator hunting, and all aspects of the Target shooting sports (both Shotgun and Rifle). These products are seasonal in nature in that the bulk of orders will occur from August thru November and sell through will occur from January through April/May in any given year. Knowing this, it makes sense to gear factory production of these firearms to the time of year where these said firearms would be ready for warehouse position during the final quarter of the year before the spring program is to begin. For instance, in order to be prepared for Spring 2008 orders, production of all SKU’s on the spring program (ideally) should begin in October 2007 and run through January 2008—with the ultimate plan to produce those items within that window only, and not resume production until the following Spring program time span for 2009.

From my end, I plan to have the following year’s Spring program finalized—from a new product addition and deletion perspective—done by mid April of the previous year (Ex. April 2007 for the Spring 2008 product line). As a part of this process, I will communicate these additions/deletions to the appropriate persons via a listing of all proposed deletions, and a posting of all New Product Proposals (NPPs) during this time span. This will give production time to begin gearing up for the new products, as well as giving them time to scale back current production of products that are slated to be deleted from the product line.

2008 Spring Program Additions

The Model 11-87 Sportsman S-MAG Thumbhole Turkey Camo is meant to replace the current model with the Boyd's Laminated TH-Stock. With the new Ambidextrous Synthetic TH-Stock, this model will achieve two-fold benefits in that it will be cheaper to produce (by about \$70 per unit), and it will serve a market where both Left and Right Handed shooters can use one gun. This gun will be an addition to the current 11-87 Sportsman line of shotguns as we implement a plan to phase out the current 11-87 SPS line of shotguns. Features will include:

- 23" Rifle Sighted barrel
- Tru-Glo (same as on 29517) fiber optic sights
- Wingmaster HD Extended Rem-Choke (Turkey)
- Receiver Drilled & Tapped for scope mounts
- Realtree AP-Green HD Camo
- Part # F97097—Black Sling included with gun
- Molded in rear sling swivel stud-front stud in mag cap
- Will utilize new "Remington SuperCell" recoil pad technology

	MSP
	Invoice
	FET
	RemCash
	cost
	\$Margin
	%Margin
	694
\$ 645	
\$ 65	
\$ 581	
	317
\$ 264	
	45%
RAMAC #: 83601	Forecast: 1500 Units

The Model 870 SPS S-MAG Thumbhole Turkey Camo is meant to replace the current model with the Boyd's Laminated TH-Stock. With the new Ambidextrous Synthetic TH-Stock, this model will achieve two-fold benefits in that it will be cheaper to produce (by about \$70 per unit), and it will serve a market where both Left and Right Handed shooters can use one gun.

- 23" Rifle Sighted barrel
- Tru-Glo (same as on 29517) fiber optic sights
- Wingmaster HD Extended Rem-Choke (Turkey)
- Realtree AP-Green HD Camo
- Receiver Drilled & Tapped for scope mounts
- Part # F97097—Black Sling included with gun
- Molded in sling swivel stud-front stud in mag cap
- Will utilize new "Remington SuperCell" recoil pad technology

MSP
Invoice

		FET
		RemCash
		cost
		\$Margin
		%Margin
		449
\$ 418		
\$ 42		
\$ 376		
		219
\$ 157		
		42%
RAMAC #:81061	Forecast: 2500 Units	

The Model 870 Express Magnum Synthetic Thumbhole Camo is meant to offer a synthetic stocked Ambidextrous Thumbhole (camo stock and fore-end) Turkey gun in the current Model 870 Express Magnum line. This gun will have Mossy Oak Obsession camo stock and fore-end (new camo pattern to the line) and a drilled and tapped receiver (also new to the Express line). Features will include:

- 12 Ga. 21" Vent-Rib bead sighted barrel
- Standard Express finish on barrel and receiver
- Supplied with a Turkey Extra Full Rem-Choke
- Synthetic Thumbhole stock with integrated sling swivel attachment
- Mossy Oak Obsession camo stock and fore-end
- Shoots both 2 3/4" and 3" shells
- Drilled & Tapped receiver

		MSP
		Invoice
		FET
		RemCash
		cost
		\$Margin
		%Margin
		359
\$ 334		
\$ 33		
\$ 300		
		175
\$ 125		
		42%
RAMAC #:81114	Forecast: 2500 Units	

The Model 1100 "PREMIER" Sporting Line is meant to be a complimentary line of Sporting Shotguns in its introductory year. These guns will be offered in the 2008 Spring Program along side of the current Model 1100 sporting series (due to excess on hand inventory) with an eventual plan (2009) to phase out the current models and leave the new Model 1100 Premier Sporting Line as the "Premier" Sporting line of 1100 shotguns. Meant to upgrade the look and image of the line to bring a new enthusiasm to the sporting market, and fully compete with competitive offerings. All guns will feature:

- Nickel Receivers with Gold Inlay
- New Sporting Roll-mark Embellishments on receivers
- Gold Triggers and gold embellishments on receivers
- Line will mirror current line with respect to gauges and specifications
- "B" Grade solid American Walnut stocks and fore-ends
- ALL models will come packaged in the "1100 G3" Premium case

Model 1100 Premier Sporting 12

	MSP
	Invoice
	FET
	RemCash
	cost
	\$Margin
	%Margin
	899
\$ 847	
\$ 85	
\$ 762	
	494
\$ 248	
	33%
RAMAC #: 82842	Forecast: 500 Units

Model 1100 Premier Sporting 20

	MSP
	Invoice
	FET
	RemCash
	cost
	\$Margin
	%Margin
	899
\$ 847	
\$ 85	
\$ 762	
	506
\$ 248	
	33%
RAMAC #: 82846	Forecast: 500 Units

Model 1100 Premier Sporting 28

MSP
 Invoice
 FET
 RemCash

	cost
	\$Margin
	%Margin
	949
\$ 856	
\$ 86	
\$ 770	
	532
\$ 238	
	31%
RAMAC #: 82854	Forecast: 1,000 Units

Model 1100 Premier Sporting .410

	MSP
	Invoice
	FET
	RemCash
	cost
	\$Margin
	%Margin
	949
\$ 856	
\$ 86	
\$ 770	
	565
\$ 205	
	27%
RAMAC #:82858	Forecast: 750 Units

The Model 700 VTR (Varmint-Tactical Rifle) will be a unique rifle meant to double as a Varmint/Tactical crossover style rifle to fully take advantage of both markets, and achieve broader scope for the market for this firearm. This gun will be a compact-short—action Model 700 rifle with Tactical style “Triangular” barrel fluting and Integral Muzzle Break (non-removable). NOTE: These guns will also be featured in the 2008 “TACTICAL” line. Features will include:

- Green Stock w/black overmold-like on XCR guns
- .223 model to have “Tactical” style 1 in 9” twist
- .308 model to have “Tactical” style 1 in 12” twist
- 22” bbl w/ Integrated Muzzle Break design & Triangular bbl fluting
- Will utilize new “Remington SuperCell” recoil pad technology
- X-Mark Pro trigger

MSP
Invoice
FET
RemCash

	cost
	\$Margin
	%Margin
	589
\$ 520	
\$ 52	
\$ 468	
	235
\$ 233	
	50%
RAMAC #: 84370 .223 Rem— Forecast: 900 Units	
RAMAC #: 84371 .308 Win— Forecast: 1,000 Units	

The Model Seven “Predator” Full Camo gun will be a unique to the line offering as aimed at the ever expanding “Predator/Varmint” hunting market—as well as appeal to consumers via the “Cool” factor produced by a full camo gun. The Model Seven platform naturally lends itself to a lightweight compact gun of this type and will feature:

- o Full Coverage in Mossy Oak Brush Camo
- o Fluted—Magnum contour 22” barrel
- o X-Mark Pro trigger
- o Synthetic stock (same style as on Model Seven XCR)
- o Will utilize new “Remington SuperCell” recoil pad technology

	MSP
	Invoice
	FET
	RemCash
	cost
	\$Margin
	%Margin
	599
\$ 529	
\$ 53	
\$ 476	
	280
\$ 196	
	41%
RAMAC #: 85950 17 RFB— Forecast: 400 Units	
RAMAC #: 85951 .204 Ruger— Forecast: 400 Units	
RAMAC #: 85952 .223 Rem— Forecast: 500 Units	
RAMAC #: 85953 .22-250 Rem— Forecast: 500 Units	
RAMAC #: 85954 .243 Win— Forecast: 400 Units	

The Model 870 Tactical “Desert RECON” series will be a unique addition to the current Tactical line of products. These two shotguns will feature Tiger Stripe Products® Digital Tiger™TSP Desert camo stocks and fore-ends, and will have an olive-drab powder coat finish on receiver and barrel (which matches well with the digital desert camo). One offering will be a 2-shot extension with an 18” barrel and one will have a 3-shot extension with a 20” barrel. Features will include:

- SpeedFeed I (shell holding) stock on 12/18” 2-shot ext. model
- SpeedFeed IV (pistol grip style) stock on 12/20” 3-shot ext. model
- Tiger Stripe Products® Digital Tiger™TSP Desert Camo on stock and fore-end

- Military style "Olive-Drab" powder coat finish on barrel and receiver
- Special Ported "Tactical" Extended Rem-Choke tube on both models
- Front Bead-Sights on Both models

	<u>Unit Pricing</u>
	MSP
	<u>Invoice</u>
	FET
	<u>RemCash</u>
	cost
	<u>\$Margin</u>
	<u>%Margin</u>
Bead sights 2-shot ext.	589
\$ 531	
\$ 53	
\$ 478	
	260
\$ 18	
	46%
Bead Sights 3-shot ext.	539
\$ 86	
\$ 49	
\$ 438	
	233
\$ 205	
	47%
RAMAC #: 81420 2-shot Ext. Forecast: 500 Units	
RAMAC #: 81421 3-shot Ext. Forecast: 500 Units	

The Model 700 VSSF – II Caliber addition is meant to further increase firearms support for the 17 Remington Fireball caliber, and make up for the deletion of the Model 700 VSF line (in 17 RFB). Features will include:

- Add .17 Remington Fireball caliber to VSSF II line
- Same Specifications as current line of VSSF II guns
- X-Mark Pro trigger

	MSP
	Invoice
	FET
	RemCash
	cost
	\$Margin
	%Margin
	939
\$ 847	
\$ 85	
\$ 762	
	369
\$ 393	
	52%
RAMAC #: 84352 Forecast: 500 Units	

The Model 700 SPS Varmint LEFT HAND line will basically mirror the current Model 700 SPS Varmint line and play off the successes of the line, as well as provide a price point offering (in this category) for left-hand shooters, as well as fill the void left by the deletion of the Model 700 VSF-Left hand line. Features will include:

- Same basic features and specifications as the current line
- 26" Heavy contour barrel
- X-Mark Pro trigger

	MSP
	Invoice
	FET
	RemCash
	cost
	\$Margin
	%Margin
	505
\$ 456	
\$ 46	
\$ 410	
	230
\$ 180	
	44%
RAMAC #: 84225 17 Rem Fireball— Forecast: 450 Units	
RAMAC #: 84226 .22-250 Rem.— Forecast: 600 Units	
RAMAC #: 84227 .223 Rem.— Forecast: 700 Units	
RAMAC #: 84228 .243 Win.— Forecast: 250 Units	
RAMAC #: 84229 .308 Win.— Forecast: 600 Units	

The Model 700 XCR Line of Left hand rifles is meant to expand upon the successes of the current Model 700 XCR line and offer a line of rifles for the Left-hand shooting market, of which we need to build a loyal customer base with a modicum of offerings that will suit the needs of that market segment. These rifles will retain all of the same great features of the current Model 700 XCR rifle line, with the major exception being the Left-hand configuration. Features will include:

- 24" Stainless Steel barrels on Standard Calibers
- 26" Stainless Steel barrels on Magnum and Ultra Magnum calibers
- Black synthetic stock with Grey overmold technology
- Exclusive TriNyte coating for superior abrasion\corrosion resistance
- X-Mark Pro trigger
- Will utilize new Remington recoil pad with "SuperCell" technology

	MSP
	Invoice
	FET
	RemCash
	cost
	\$Margin
	%Margin
	792
\$ 714	
\$ 71	
\$ 643	
	301
\$ 342	
	53%
	812
\$ 733	

\$ 73
 \$ 659
 \$ 348
 311
 53%

RAMAC #: 84502 .270 Win.— Forecast: 125 Units
 RAMAC #: 84503 .30-06 Sprg.— Forecast: 200 Units
 RAMAC #: 84504 7mm RemMag— Forecast: 125 Units
 RAMAC #: 84509 .300 RUM— Forecast: 450 Units

The Model 700 SPS Youth Line of Left hand rifles is meant to expand our line of YOUTH offerings, and supply this niche of the market with an all purpose hunting rifle that fits both youth and smaller stature shooters. These rifles will feature all of the standard features of our ever-popular Model 700 SPS Youth rifles, with the notable exception being the Left-hand configuration. Features will include:

- Same great features of our standard 700 SPS YOUTH guns
- X-Mark Pro trigger
- 1" Shorter LOP
- Will utilize new Remington recoil pad with "SuperCell" technology
- 20" barrels
- Offered in .243 Win and 7mm-08 Calibers

\$ 419
 \$ 42
 \$ 378
 \$ 176
 202
 46%

MSP
 Invoice
 FET
 RemCash
 cost
 \$Margin
 %Margin
 465

RAMAC #: 84150 .243 Win.— Forecast: 425 Units
 RAMAC #: 84151 7mm-08 Rem— Forecast: 275 Units

The Model 597 "yellow jacket" style Heavy Barrel Stainless TVP (Target-Varmint-Plinker) rifle is meant to introduce an ambidextrous Thumbhole Target Style .22 rimfire to the line. This rifle will fill the void left by the deletion of 3 SKU's from the Model 597 line (26565, 26556, & 26579). Features will include:

- Stainless Heavy Barrel—20" 22LR Model
- Boyd's "shady camo" laminate Ambidextrous TH Stock
- Laser engraved pistol grip area with "597 Target" design

\$ 360

MSP
 Invoice
 FET
 RemCash
 cost
 \$Margin
 %Margin
 399

\$ 36
 \$ 324
 \$ 129
 RAMAC #: 80852 Forecast: 1,500 Units

The Model 597 in Mossy Oak "Blaze" (ORANGE) camo is intended to bring a unique new look to the Model 597 line (to appeal to a different market) with unparalleled shelf appeal, this gun will literally pop off the shelf. Same gun as a 26550, but with an orange Tru-Glo fiber optic front sight, and a synthetic stock with Mossy Oak Blaze (ORANGE) camo. Features will include:

- Same basic features as current (26550) Model 597
- Tru-Glo Fiber Optic sights
- Mossy Oak Blaze (ORANGE) Camo stock
- 20" carbon steel barrel

MSP
 Invoice
 FET
 RemCash
 cost
 \$Margin
 %Margin
 189

\$ 176
 \$ 18
 \$ 158
 \$ 40
 118
 25%
 RAMAC #: 80853 Forecast: 2,000 Units

The Model 597 in Mossy Oak "(PINK)-Blaze" camo is intended to bring a unique new look to the Model 597 line (to appeal to a different market) with unparalleled shelf appeal, this gun will literally pop off the shelf. Same gun as a 26550, but with a synthetic stock with Mossy Oak (PINK) -Blaze camo (which is a REMINGTON Exclusive). Features will include:

- Same basic features as current (26550) Model 597
- REMINGTON Exclusive Camo pattern
- Tru-Glo Fiber Optic sights
- Mossy Oak (PINK) Blaze Camo stock
- 20" carbon steel barrel

MSP
 Invoice
 FET
 RemCash
 cost
 \$Margin
 %Margin
 189

\$ 176
 \$ 18
 \$ 158
 118
 11

\$ 40

25%

RAMAC #: 80854 Forecast: 1,500 Units

The Model 770 Stainless Camo is meant to offer a “price-point” ready to shoot out of the box rifle with the “upgraded” features of stainless and camo, to capture a larger piece of the pie in this market. Features will include:

- Realtree AP-HD camo stock
- All the great features currently in the Model 770 Line
- Stainless barrel with matching action and bolt
- 3-9 x 40mm scope, mounted and bore-sighted at factory

Unit Pricing
MSP
Invoice
FET
RemCash
cost
\$Margin
%Margin
STD. CALIBERS
399

\$ 360

\$ 36

\$ 324

201

\$ 123

38%
MAG. & UM CAL.
399

\$ 360

\$ 36

\$ 324

201

\$ 123

38%

RAMAC #: 85655 .270 Win.— Forecast: 1500 Units

RAMAC #: 85656 .30-06 Sprg.— Forecast: 1500 Units

RAMAC #: 85657 7mm Rem Mag.— Forecast: 1000 Units

RAMAC #: 85658 .300 Win Mag.— Forecast: 1000 Units

The Model 870 Wingmaster JR. in .410 with brown laminate stock is a special makeup addition to the Spring 2008 program. This gun is perfect for youth or small statured shooters looking for a small compact and lightweight small gauge gun. This gun retains all of the great features of our classic 870 Wingmaster, with a brown laminate wood stock for enhanced strength and weather resistance. Features will include:

- 18 ¼” Vent-Rib barrel with fixed Modified choke.410 bore-shoots both 2 ½” and 3” shells
- Brown Laminate stock and fore-end (press checkered) Jr. LOP—12”
- High polish (gloss) blued finish on metal

MSP
Invoice
FET

12

	RemCash
	cost
	\$Margin
	%Margin
\$ 455	
\$ 46	
\$ 410	
	270
\$ 140	34%

RAMAC #: 82002 .410— Forecast: 250 Units

2008 Spring Program Deletions

- 29517
- 11-87 SP-T TH Turkey(Camo)23"
- 29519
- 11-87 SPS-T Super Mag(Camo)23"
- 25241
- Model 1100 Tournament Skeet 12/26"
- 29595
- Model 1100 Tournament Skeet 20/26"
- 25189
- 870 SP-T-Hole Full Camo TKY 12/23"
- 25007
- 870 SPS-T Full Camo 12/23
- 25573
- 870 Exp.Mag.Turkey Brown Lam. 12/21"
- 25106
- 870 Exp. S. Mag. Turkey 12/23"
- 26183
- Model 700 L.V-SF .17 Remington/22"
- 26196
- Model 700 L.V-SF .204 Ruger/22"
- 26185
- Model 700 L.V-SF .221 Rem. Fireball/22"
- 26187
- Model 700 L.V-SF .223 Remington/22"
- 26189
- Model 700 L.V-SF .22-250 Remington/22"
- 84360
- Model 700 VSF .17 Rem Fireball/26"
- 27257
- Model 700 VSF .22-250 Rem /26"
- 27259
- Model 700 VSF .223 Rem/26"
- 27261
- Model 700 VSF .308 Win/26"
- 27493
- Model 700 VI.S 6mm Rem/26"
- 27275
- Model 700 VSF-LH .22-250 Rem /26"
- 27277
- Model 700 VSF-LH .223 Rem/26"
- 27279
- Model 700 VSF-LH .308 Win/26"

26565
 Model 597 Standard Synthetic Stainless .22 LR
 26556
 Model 597 LSS (Laminate Stainless) .22 LR
 26579
 Model 597-HB Laminate .22 LR

2008 Full Line Shotguns Overview

The 11-87 Shotgun family will be re-organized in the following manner: All of the current Model 11-87 SPS shotguns will be phased out, and four similar models will be rolled-over into the Model 11-87 Sportsman line of shotguns. Among these will be a Waterfowl model, a full camo Thumbhole Turkey Model, an all black synthetic model, and a camo stock and fore-end Fully Rifled Cantilever model. In order to capitalize on the successes of the 11-87 Sportsman line, we will introduce the 11-87 Super Magnum models and benefit two-fold: enjoy higher margins on the Super Magnum guns, and increase sales volume in the category, while at the same time, offering comparable firearms (that were available in the 11-87 SPS Line) at a more economical price point to help drive sales. Also, all current Model 11-87 shotguns with synthetic short stocks will be converted to the **NEW** synthetic short stock design.

The 1100 G3 family of shotguns will expand with a 12/28" Left hand version to offer a firearm to the left hand shooters (filling a gap that has been present since the deletion of the Left hand 11-87 Premier).

The 870 Express Magnum line will essentially stay the same with a few minor changes and deletions, the most notable change of which will incorporate a **NEW** synthetic short stock design on all currently produced synthetic stocked models.

Also of important note is the fact that 2008 marks Remington's 100th year of pump shotgun production, and in celebration of that landmark event, we will be offering a limited edition commemorative Model 870 Wingmaster with a special embellishment and gold accents. This will be a 12 gauge with a 28" Vent-Rib barrel, gold trigger, and the old style fleur-di-lis pattern of stock checkering.

The final major change for the entire shotgun line is the **NEW** Remington "SuperCell" pad which will be added to most new shotgun products, and all of our shotguns currently using the R3 recoil pad. The gist of this new pad is described in the following paragraphs:

**Introducing Remington's NEWEST Recoil Pad with patented
REMINGTON SuperCell™ Technology—**

R

SuperCell™

We've made a great product even better...

The legendary R3 recoil pad has been a mainstay in the Remington line for years, and it is well known in hunting and shooting circles worldwide as the performance leader in recoil reduction—We've taken that technology and made it even better!

To begin with we have incorporated a slick new surface that won't kink and bind with your clothing when you mount your gun in the heat of the moment to ensure safe, reliable, and dependable gun mounts time after time.

Below the surface, we've been working even harder with the incorporation of literally millions of tiny "SuperCells" of varying size and shape that work together to diminish recoil with an instantaneous compression of these "SuperCells" in the areas where it counts most, to help you concentrate on the intended target, and remain on target for ultra-quick follow up shots.

The compression of these cells begins at the exact moment of the shot and transfers the energy via a virtual Matrix of tiny cellular air chambers embedded deep within the pad, from the buttstock to your shoulder, the energy is displaced via these "SuperCells" and with the instantaneous dispersion through such a large number of cellular air chambers, little recoil is left to reach your shoulder—enabling you to make the perfect shot—and repeat it—time after time!!!

NOTE: Four different configurations will be available:

Standard SuperCell—Will be found on "Standard" Shotguns/Rifles that currently have the R3 recoil pad installed (EX. Turkey, Waterfowl shotguns, and all centerfire rifles that currently have the R3 pad installed)

Sporting SuperCell—Will be found on all "Sporting" style guns that currently have the R3 pad installed, and on new for 2008 "Sporting" style guns

SuperCell EXT—Will be found on ALL Model 887 Shotguns (this is a longer ergonomically designed pad for maximum comfort and recoil reduction) NOTE: this pad is "right hand cast"

SuperCell EXT (Left-Hand)—Will be same as above, but with a Left-Hand cast and will only be available as an accessory product

2008 Full Line Shotgun Additions
Note: See 2008 Spring Line Additions also

The Model 1100 G3 Left Hand 12/28" gun is meant to further expand the Model 1100 G3 line of shotguns via an offering for Left Hand shooters. This gun will basically fill the void left in the line from the deletion of the 11-87 Premier Left hand model. This gun will retain all of the features and specifications of 26418 but in a left hand version. Features will include:

- 12 Ga. 28" barrel
- Same great receiver finish, high-gloss barrel, and Realwood stock as all G3's
- Will utilize new Remington recoil pad with "SuperCell" technology

	MSP
	Invoice
	FET
	RemCash
	cost
	\$Margin
	%Margin
	949
\$ 56	
\$ 86	
\$ 770	
	499
\$ 271	
	35%

RAMAC #: 82901 Forecast: 600 Units

The Model 11-87 Sportsman Synthetic Ambidextrous Thumbhole FR-CL gun is meant to replace the current model with the Boyd's Laminated TH-Stock. With the new Ambidextrous Synthetic TH-Stock, this model will achieve fantastic results in that it will be cheaper to produce, and it will serve a market where both Left and Right Handed shooters can use one gun. This gun will be an addition to the current 11-87 Sportsman line of shotguns as we implement a plan to phase out the current 11-87 SPS line of shotguns.

Features will include:

- 12 Ga. 21" FR-CL barrel
- Part # F97097—Black Sling included with gun
- Integral (molded in) rear sling swivel stud-front stud in mag cap
- Realtree Hardwoods-HD camo (on Stock and Fore-End)
- Will utilize new Remington recoil pad with "SuperCell" technology

	MSP
	Invoice
	FET
	RemCash
	cost
	\$Margin
	%Margin

	734
\$ 683	
\$ 68	
\$ 614	
	270
\$ 344	
	56%
RAMAC #: 83602	Forecast: 1,000 Units

The Model 870 SPS SYN. Ambidextrous Thumbhole FR-CL gun is meant to replace the current model with the Boyd's Laminate TH-Stock. With the new Ambidextrous Synthetic TH-Stock, this model will achieve fantastic results in that it will be cheaper to produce, and it will serve a market where both Left and Right Handed shooters can use one gun. Features will include:

- 12 Ga. 21" FR-CL barrel
- Part # F97097--Black Sling included with gun
- Integrated (Molded in) rear sling swivel stud-front stud in mag cap
- Realtree Hardwoods-HD camo (on Stock and Fore-End)
- Will utilize new Remington recoil pad with "SuperCell" technology

MSP
Invoice
FET
RemCash
cost
\$Margin
%Margin
479

\$ 445	
\$ 45	
\$ 401	
	210
\$ 191	
	48%
RAMAC #: 82100	Forecast: 1,200 Units

The Model 11-87 Sportsman Super Magnum Waterfowl gun is meant to replace the (83600) 11-87 Super Magnum SPS Waterfowl model. Since the 11-87 SPS line is going to be phased out similar products will be added to the 11-87 Sportsman line to fill in the void left in regards to product offering. This gun will incorporate many of the same features found in the SPS offering, in a more economical offering. Features will include:

- "Quick-Load" carrier for ease of loading
- NEW Synthetic Short stock design
- Integrated (Molded in) rear sling swivel attachment in stock
- Full Camo in Mossy Oak Duck Blind camo
- Hi-Viz interchangeable sight system
- Will utilize new Remington "SuperCell" recoil pad technology
- 12 Ga. 28" Rem-Choke barrel
- Rem-Choke Wingmaster HD "Over-Decoys"choke tube included
- Super Magnum capable (2 ¾", 3", and 3.5")

MSP
Invoice
FET

	RemCash
	cost
	\$Margin
	%Margin
	694
\$ 626	
\$ 63	
\$ 563	
	285
\$ 278	
	49%
RAMAC #: 83603 Forecast: 1,000 Units	

The Model 11-87 Sportsman Super Magnum shotgun is meant to replace the (25337) 11-87 Super Magnum SPS model. Since the 11-87 SPS line is going to be phased out similar products will be added to the 11-87 Sportsman line to fill in the void left in regards to product offering. This gun will incorporate many of the same features found in the current SPS offering, in a more economical package. Features will include:

- Will utilize new Remington "SuperCell" recoil pad technology
- NEW Synthetic Short stock design
- Integrated (Molded in) rear sling swivel attachment in stock
- 12 Ga. 28" barrel with Rem-Choke Modified tube included
- Black Synthetic stock and fore end
- Super Magnum capable (2 3/4", 3", and 3.5")

	MSP
	Invoice
	FET
	RemCash
	cost
	\$Margin
	%Margin
	604
\$ 545	
\$ 54	
\$ 490	
	245
\$ 245	
	50%
RAMAC #: 83604 Forecast: 1,500 Units	

The Model 870 Express Magnum FR-CL Synthetic Thumbhole is meant to expand the current Model 870 Express line with a unique ambidextrous synthetic Thumbhole (black synthetic) offering. This gun will mirror the features of the current RAMAC# 25090, with the main exception being that it will have the new Thumbhole stock. Features will include:

- Black Synthetic ambidextrous Thumbhole stock
- Integrated (Molded in) rear sling swivel attachment in stock
- 12 Ga. 23" Fully-Rifled Cantilever bbl
- Sling swivel stud in magazine cap
- All of the same great features of the 870 Express

MSP
Invoice

		FET
		RemCash
		cost
		\$Margin
		%Margin
		391
\$ 353		
\$ 35		
\$ 317		
		165
\$ 152		
		48%
RAMAC #: 81118	Forecast: 2,500 Units	

The Model 870 Wingmaster “100th Anniversary of Pump Action Shotguns”
 commemorative edition gun will celebrate 100 years of Remington innovation in the field of pump shotgun development. The Wingmaster platform was chosen because it is the most recognized of all our pump-shotgun models, and has been in production for over 57 years. This gun will feature:

- All of the same great features of our current Wingmaster plus
- 12 Ga. 28” Vent-rib Rem-choke barrel
- “B” Grade walnut stock and fore end (high gloss finish)
- Fleur-di-lis checkering pattern on stock and fore-end
- Fine line embellishments and gold accents commemorating 100 years of Remington pump action shotguns

		MSP
		Invoice
		FET
		RemCash
		cost
		\$Margin
		%Margin
		739
\$ 667		
\$ 67		
\$ 600		
		419
\$ 181		
		30%
RAMAC #: 82087	Forecast: <u>Built to Order</u>	

2008 Full Line Shotguns Deletions

25337
 11-87 SPS Super Mag. Black 28"

25339
11-87 SPS Super Mag. Black 26"
29513
11-87 SPS S. Mag. Full Camo 28"
83600
11-87 SPS Waterfowl MO-DB camo 30"
29919
11-87 Special Purpose TH 21" CL bbl
26925
Model 870 Wingmaster 12/30"
25005
870 SP-Thole Black Lam. 12/23" FR-CL
24955
870 S P Full Camo S.Mag. 12/28"
24953
870 S P Full Camo S.Mag. 12/26"
25106
870 Exp. S. Mag. Turkey 12/23"
25571
870 Exp. Combo 12/28" & 12/20"RS
25585
870 Exp. Combo 20/28" & 20/20"RS

2008 Full Line Center-fire Rifles Overview

The domestic centerfire rifle line currently contains an offering for every shooting discipline across the board. Therefore, in 2008, relatively few changes will be implemented, and those that are will be meant to compliment products already existing in the line, or to fill market niches. We will have an increased focus on the Left-handed shooter, offering a full line of Model 700 SPS Varmint style rifles in Left-hand configuration, as well as a small family of Model 700 XCR rifles in Left-hand configurations, and a couple of Left-hand Youth models in the Model 700 SPS.

Most of the new rifle offerings will be geared towards the emerging Varmint, Predator & Long-Range Target shooting markets. With products like the full camo

Model Seven Predator, the Model 700 BR-V (Bench-rest VARMINT), Model 700 VSSF II caliber addition, the Model 700 XCR Light Tactical rifle, and the Model 700 VTR (Varmint-Tactical-Rifle), we will be positioned to take full advantage of the rapid growth and popularity within this niche of the centerfire rifle market.

We will also be introducing the Model Seven 25th Anniversary edition gun commemorating 25 years of the venerable Model Seven rifle. This gun will be appointed with a custom engraved American Walnut CDL Style stock, deep blued barrel and action, a custom pistol grip medallion, and the new X-Mark Pro trigger.

In addition, all of our Model 700 and Model Seven rifles (and other rifles) that currently use the R3 recoil pad will be converted to use the NEW Remington SuperCell recoil pad technology (see product description in shotguns section).

The finish on the Model 700 BDL series of center-fire rifles will be updated with a "deep-blue high-polish" Almco finish (reminiscent of the original finishes found on these guns. Also 3 new SKU's will be added to the Model 700 CDL family of guns which will adopt this same "Almco" finish, but will retain the CDL style satin finish stocks.

2008 Full Line Center-fire Rifle Additions

*Note: See 2008 Spring Line Additions also

The Model Seven 25th Anniversary gun will capitalize on the ever present market interest generated by an "Anniversary" edition gun. The year 2008 will be the 25th year since the inception of the Model Seven, and the gun will feature a Semi-Gloss "60 Sheen" finish customized-laser engraved "Model Seven 25th Anniversary" American Walnut stock (same style cut as the Model Seven CDL Stock). The gun will also feature a High-Polish (Blued) finish. The pistol grip cap area will include an inset Medallion commemorating the 25th anniversary (designed by Don Talbot in custom shop). 1st gun produced will go in Remington Museum in Ilion. Features will include:

- Inset Custom Medallion (pewter color to match X-Mark Pro trigger)
- X-Mark Pro Trigger
- High-Polish (Blued) receiver, barrel, and bolt (like on old BDL guns)
- Custom Laser engraved American Walnut CDL-Style stock
- Chambered in 7mm-08 Remington
- Gun will feature standard contour 22" barrel
- Laser engraved Remington "R" on floorplate
- Will utilize new Remington recoil pad with "SuperCell" technology

	MSP
	Invoice
	FET
	RemCash
	cost
	\$Margin
	%Margin
	709
\$ 659	
\$ 66	
\$ 593	
	326
\$ 267	
	45%
RAMAC #: 85901 Forecast: 1,200 Units	

The Model 700 XCR Line of Left hand rifles is meant to expand upon the successes of the current Model 700 XCR line and offer a line of rifles for the Left-hand shooting market, of which we need to build a loyal customer base with a modicum of offerings that will suit the needs of that market segment. These rifles will retain all of the same great features of the current Model 700 XCR rifle line, with the major exception being the Left-hand configuration. Features will include:

- 24" Stainless Steel barrels on Standard Calibers
- 26" Stainless Steel barrels on Magnum and Ultra Magnum calibers
- Black synthetic stock with Grey overmold technology
- Exclusive TriNyte coating for superior abrasion\corrosion resistance
- X-Mark Pro trigger
- Will utilize new Remington recoil pad with "SuperCell" technology

	MSP
	Invoice
	FET
	RemCash
	cost
	\$Margin
	%Margin
	792
\$ 714	
\$ 71	
\$ 643	
	301
	22

\$ 342	53%
	812
\$ 733	
\$ 73	
\$ 659	311
\$ 348	53%
RAMAC #: 84502 .270 Win.— Forecast: 125 Units	
RAMAC #: 84503 .30-06 Sprg.— Forecast: 200 Units	
RAMAC #: 84504 7mm RemMag— Forecast: 125 Units	
RAMAC #: 84509 .300 RUM— Forecast: 450 Units	

The Model 700 SPS Youth Line of Left hand rifles is meant to expand our line of YOUTH offerings, and supply this niche of the market with an all purpose hunting rifle that fits both youth and smaller stature shooters. These rifles will feature all of the standard features of our ever-popular Model 700 SPS Youth rifles, with the notable exception being the Left-hand configuration. Features will include:

- Same great features of our standard 700 SPS YOUTH guns
- X-Mark Pro trigger
- 1" Shorter LOP
- Will utilize new Remington recoil pad with "SuperCell" technology
- 20" barrels
- Offered in .243 Win and 7mm-08 Calibers

	MSP
	Invoice
	FET
	RemCash
	cost
	\$Margin
	%Margin
	465
\$ 419	
\$ 42	
\$ 378	202
\$ 176	46%
RAMAC #: 84150 .243 Win.— Forecast: 425 Units	
RAMAC #: 84151 7mm-08 Rem— Forecast: 275 Units	

The Model 700 CDL (with High Polish Bluing) line will expand with 3 new SKU's that will offer the High-Polish blued finish reminiscent of the finish on the original Model 700 BDL rifles. This is intended to offer the consumer a different metal finish on our three top selling Model 700 CDL calibers, thus expanding sales opportunities, and creating continued interest in the line. Features will include:

- Same great features and specifications as the similar model in the 700 CDL
- High-Polish Blued finish on barrel, receiver, and bolt handle

- Three caliber offerings: .270 Win, .30-06 Sprg, and 7mm Rem Mag
- X-Mark Pro trigger
- Will utilize new Remington recoil pad with “SuperCell” technology

	MSP
	Invoice
	FET
	RemCash
	cost
	\$Margin
	%Margin
	680
\$ 613	
\$ 61	
\$ 552	
	311
\$ 241	
	44%
	700
\$ 631	
\$ 63	
\$ 568	
	326
\$ 242	
	43%
RAMAC #: 84080 .270 Win.— Forecast: 500 Units	
RAMAC #: 84081 .30-06 Sprg— Forecast: 600 Units	
RAMAC #: 84082 7mm Rem Mag— Forecast: 400 Units	

The Model 700 CDL SF (Stainless-Fluted) Ltd. Edition line represents the third gun in the continuing (annual) series of guns in this family. This gun will have all of the same features and benefits of its predecessors like a stainless barrel and action (Magnum Contour Fluted), Custom engraved floorplate with caliber designation (.260 Remington), Model 700 CDL Style American Walnut stock, and Model 700 Limited roll mark on receiver. Features will include:

- 24” (416) Stainless Steel Magnum contour fluted barrel
- Special receiver heavy roll-mark “Model 700 Limited”
- Engraved hinged floorplate with .260 Remington caliber designation
- CDL style American Walnut stock and X-Mark Pro trigger
- Will utilize new Remington recoil pad with “SuperCell” technology

	MSP
	Invoice
	FET
	RemCash
	cost
	\$Margin
	%Margin
	825
\$ 744	
\$ 74	
\$ 670	
	365
\$ 305	
	46%
RAMAC #: 84018 .260 Rem.— Forecast: 1,500 Units	

The Model 700 SPS 7mm RUM caliber addition is meant to expand our line of Model 700 SPS offerings, by adding the power and performance of the 7mm RUM to this line of quality rifles. These rifles will feature all of the standard features of our ever-popular Model 700 SPS line. **Features will include:**

- Same great features of our standard Model 700 SPS guns
- X-Mark Pro trigger
- Extremely durable black synthetic stock
- Will utilize new Remington recoil pad with “SuperCell” technology
- 26” barrel for maximum “Ultra-Magnum” performance

	MSP
	Invoice
	FET
	RemCash
	cost
	\$Margin
	%Margin
	453
\$ 409	
\$ 41	
\$ 368	
	218
\$ 150	
	41%

RAMAC #: 84152 7mm RUM— Forecast: 350 Units

The Model 700 SPS STAINLESS 7mm RUM caliber addition is meant to expand our line of Model 700 SPS STAINLESS offerings, by adding the power and performance of the 7mm RUM to this line of quality rifles. These rifles will feature all of the standard features of our ever-popular Model 700 SPS STAINLESS line.

Features will include:

- Same great features of our Model 700 SPS STAINLESS guns
- X-Mark Pro trigger
- 416 Stainless barrel and action
- Extremely durable black synthetic stock
- Will utilize new Remington recoil pad with “SuperCell” technology
- 26” barrel for maximum “Ultra-Magnum” performance

	MSP
	Invoice
	FET
	RemCash
	cost
	\$Margin
	%Margin
	453
\$ 409	
\$ 41	
\$ 368	
	218
\$ 150	
	41%

25

RAMAC #: 84300 7mm RUM— Forecast: 500 Units

The Model 700 XCR RMEF Edition gun for 2008 is the eighth in this series of annual RMEF guns. This gun will feature the XCR style camo stock with over-molded grip panels, and will be camouflaged with Realtree AP-HD camo (the official camo of the RMEF). This gun will include the legendary TriNyte® corrosion and abrasion resistance system, which has become the platform for which all other “weather-resistant” rifles are judged. Features will include:

- All of the great features and benefits of the Model 700 XCR rifles
- 26” Magnum contour TriNyte coated barrel (action, and bolt)
- Realtree AP-HD camo stock with overmolded grip panels
- X-Mark Pro trigger
- Will utilize new Remington recoil pad with “SuperCell” technology
- Laser engraved floorplate with RMEF Logo
- 7mm Remington Ultra Magnum (RUM) caliber chambering

\$ 811
 \$ 81
 \$ 730

MSP
 Invoice
 FET
 RemCash
 cost
 \$Margin
 %Margin
 899

\$ 377

353
 52%

RAMAC #: 84448 7mm RUM— Forecast: 1200 Units

The Model 700 CDL SF .257 WEATHERBY MAG caliber addition is meant to expand our line of Model 700 CDL SF offerings, by adding the power and performance of the .257 WBV MAG to this line of quality rifles. These rifles will feature all of the standard features of our ever-popular Model 700 CDL SF line. Features will include:

- Same great features of our standard Model 700 CDL SF guns
- X-Mark Pro trigger
- American Walnut stock
- Will utilize new Remington recoil pad with “SuperCell” technology
- 26” Stainless Fluted barrel for Magnum performance

\$ 743

MSP
 Invoice
 FET
 RemCash
 cost
 \$Margin
 %Margin
 824

26

\$ 74
\$ 669
\$ 319

350
48%

RAMAC #: 84019 .257 WBY MAG— Forecast: 750 Units

2008 Full Line Center-fire Rifles Deletions

- 29539
- Model Seven Youth .223 Rem/20" W/Sights
- 29545
- Model Seven Youth .260 Rem/20" W/Sights
- 26411
- Model Seven CDL .204 Ruger/20"
- 26413
- Model Seven CDL .223 Rem/20"
- 26415
- Model Seven CDL .22-250 Rem/20"
- 26363
- Model Seven CDL 7mm SAUM/22"
- 26365
- Model Seven CDL .300 SAUM/22"
- 26183
- Model 700 LV-SF .17 Remington/22"
- 26196
- Model 700 LV-SF .204 Ruger/22"
- 26185
- Model 700 LV-SF .221 Rem. Fireball/22"
- 26187
- Model 700 LV-SF .223 Remington/22"
- 26189
- Model 700 LV-SF .22-250 Remington/22"
- 84360
- Model 700 VSF .17 Rem Fireball/26"
- 27257
- Model 700 VSF .22-250 Rem /26"
- 27259
- Model 700 VSF .223 Rem/26"
- 27261
- Model 700 VSF .308 Win/26"
- 27493
- Model 700 VLS 6mm Rem/26"
- 27275
- Model 700 VSF-LH .22-250 Rem /26"
- 27277
- Model 700 VSF-LH .223 Rem/26"
- 27279
- Model 700 VSF-LH .308 Win/26"

2008 Full Line Rim-fire Rifles Overview

The current rim-fire rifle family consists of basically 3 models: the 597 autoloaders, the 552 "Speedmaster" autoloaders, and the 572 "Fieldmaster". These lines represent fairly consistent sales year after year, and no sweeping changes are planned for the 2008 lineup. Three new models will be introduced into the Model 597 family to further gain market share, and increase overall interest in the line. The rest of the line will remain unchanged for the 2008 sales year. We do anticipate a new synthetic stock design to "update" the Model 597 for the 2009 sales year, and along with the new stock we will introduce a family of YOUTH model guns.

2008 Full Line Rim-Fire Rifle Additions

Note: See 2008 Spring Line Additions also

The Model 597 "yellow jacket" style Heavy Barrel Stainless TVP (Target-Varmint-Plinker rifle is meant to introduce an ambidextrous Thumbhole Target Style .22 rimfire to the line. This rifle will fill the void left by the deletion of 3 SKU's from the Model 597 line (26565, 26556, & 26579). Features will include:

- Stainless Heavy Barrel—20"
- 22LR Model in introductory year
- Boyd's "shady camo" laminate Ambidextrous TH Stock
- Laser engraved pistol grip area with "597 Target" design

	MSP
	Invoice
	FET
	RemCash
	cost
	\$Margin
	%Margin
	399
\$ 360	
\$ 36	
\$ 324	
	195
\$ 129	
	28

40%

RAMAC #: 80852 Forecast: 1,000 Units

The Model 597 in Mossy Oak "Blaze" (Orange) camo is intended to bring a unique new look to the Model 597 line (to appeal to a different market) with unparalleled shelf appeal, this gun will literally pop off the shelf. Same gun as a 26550, but with Tru-Glo fiber optic sights, and a synthetic stock with Mossy Oak Blaze (ORANGE) camo. Features will include:

- Same basic features as current 26550 Model 597
- Tru-Glo Fiber Optic sights
- Mossy Oak Blaze (ORANGE) Camo stock
- 20" carbon steel barrel

\$ 176
 \$ 18
 \$ 158

 \$ 40

MSP
 Invoice
 FET
 RemCash
 cost
 \$Margin
 %Margin
 189

118

25%

RAMAC #: 80853 Forecast: 2,000 Units

The Model 597 in Mossy Oak "(PINK)-Blaze" camo is intended to bring a unique new look to the Model 597 line (to appeal to a different market) with unparalleled shelf appeal, this gun will literally pop off the shelf. Same gun as a 26550, but with a synthetic stock with Mossy Oak (PINK) -Blaze camo (which is a REMINGTON Exclusive). Features will include:

- Same basic features as current 26550 Model 597
- Tru-Glo Fiber Optic sights
- REMINGTON Exclusive Camo pattern
- Mossy Oak (PINK) Blaze Camo stock
- 20" carbon steel barrel

\$ 176

MSP
 Invoice
 FET
 RemCash
 cost
 \$Margin
 %Margin
 189

29

\$ 18	
\$ 158	
\$ 40	118
RAMAC #: 80854 Forecast: 1,500 Units	25%

2008 Full Line Rim-fire Rifles Deletions

- 26565
Model 597 Standard Synthetic Stainless .22 LR
- 26556
Model 597 LSS (Laminate Stainless) .22 LR
- 26579
Model 597-HB Laminate .22 LR
- 26516
Model 597 MAGNUM .17 HMR
- 26514
Model 597 MAGNUM .17 HMR HB-LS
- 25972
Model 552 BDL Speedmaster-NRA .22 LR

2008 TACTICAL Line Overview

New for the 2007 sales year we introduced a full line of Remington Tactical shotguns and rifles. This product mix was directed at the Tactical "weekend-warrior" consumer market, and was introduced with a stand alone tri-fold brochure with a Tactical flair. The

product mix consisted of 10 SKU's if which four were 870 pump shotgun models, two were Model 1100 models, one was a Model 7615 pump-action .223 rifle, and the remaining three were Model 700 XCR Tactical style center-fire rifles.

Since this product mix is so new we will be retaining all of the current models, and introducing 3 exciting new configurations to round out the line and present the market with a truly comprehensive Tactical firearms family.

All of these guns will feature the new Remington recoil pad with "SuperCell" technology for 2008.

2008 TACTICAL Line ADDITIONS

The Model 700 XCR Light Tactical Rifle is intended to compliment the existing Model 700 XCR Long-Range Tactical rifle line but with a smaller—lighter—more compact model similar to the Model 700 LTR guns. Features will include:

- o LTR version of 700 XCR Tactical
- o Similar to 84460 and 84461 but with 20" barrel
- o TriNyte Black stainless barrel and receiver
- o Same (HS) stock as on current 700 LTR (but green with black web)
- o Available in .223 Rem & .308 Win
- o Twist rate 1 in 9" (.223 Rem) 1 in 12" (.308 Win)
- o Will utilize new Remington "SuperCell" recoil pad technology
- o X-Mark Pro trigger

	MSP
	Invoice
	FET
	RemCash
	cost
	\$Margin
	%Margin
	999
\$ 883	
\$ 88	
\$ 794	
	420
\$ 374	
	47%
Ramac# 84466 .223 Rem.— Forecast: 300 Units	
Ramac# 84467 .308 Win.— Forecast: 400 Units	

The Model 700 VTR (Varmint-Tactical Rifle) will be a unique rifle meant to double as a Varmint/Tactical crossover style rifle to fully take advantage of both markets, and achieve broader scope for the market for this firearm. This gun will be a compact-short—action Model 700 rifle with Tactical style "Triangular" barrel fluting and Integral Muzzle Break (non-removable). Features will include:

- o Green Stock w/black overmold-like on XCR guns
- o .223 model to have "Tactical" style 1 in 9" twist
- o .308 model to have "Tactical" style 1 in 12" twist
- o 22" bbl w/ Integrated Muzzle Break design & Triangular bbl fluting
- o Will utilize new "Remington SuperCell" recoil pad technology
- o X-Mark Pro trigger

MSP

31

	Invoice
	FET
	RemCash
	cost
	\$Margin
	%Margin
	589
\$ 520	
\$ 52	
\$ 468	
	235
\$ 233	
	50%
RAMAC #: 84370 .223 Rem— Forecast: 900 Units	
RAMAC #: 84371 .308 Win— Forecast: 1,000 Units	

The Model 870 Tactical "Desert RECON" series will be a unique addition to the current Tactical line of products. These two shotguns will feature Tiger Stripe Products® Digital Tiger™TSP Desert camo stocks and fore-ends, and will have an olive-drab powder coat finish on receiver and barrel (which matches well with the digital desert camo). One offering will be a 2-shot extension with an 18" barrel and one will have a 3-shot extension with a 20" barrel. Features will include:

- SpeedFeed I (shell holding) stock on 12/18" 2-shot ext. model
- SpeedFeed IV (pistol grip style) stock on 12/20" 3-shot ext. model
- Tiger Stripe Products® Digital Tiger™TSP Desert Camo on stock and fore-end
- Military style "Olive-Drab" powder coat finish on barrel and receiver
- Special Ported "Tactical" Extended Rem-Choke tube on both models
- Front Bead-Sights on Both models

	<u>Unit Pricing</u>
	<u>MSP</u>
	<u>Invoice</u>
	<u>FET</u>
	<u>RemCash</u>
	<u>cost</u>
	<u>\$Margin</u>
	<u>%Margin</u>
	589
\$ 531	
\$ 53	
\$ 478	
	260
\$ 18	
	46%
Bead Sights 3-shot extension	
	539
\$ 86	
\$ 49	
\$ 438	
	233
\$ 205	
	47%
RAMAC #: 81420 2-shot Ext. Forecast: 500 Units	

RAMAC#: 81421 3-shot Ext. Forecast: 500 Units

2008 PREMIER DEALER Line Overview

For the 2007 sales year the Premier Dealer line was overhauled considerably with virtually every SKU updated or replaced with an assortment of products intended to offer our “Premier” dealers something unique and exclusive to give them a “Premier” product line-up. This being the case, no sweeping changes are thus far planned for the Premier dealer line, with the exception of two deletions being the Model 700 LSS 50th anniversary edition of the .280 Remington cartridge and the Model 597 LSS (both of which are being replaced with new unique yet similar products).

The Model 597 “yellow jacket” Heavy Barrel Target rifle is meant to introduce an ambidextrous Thumbhole Target Style .22 rimfire to the Premier Dealer line. This rifle will fill the void left by the deletion of the 26558 (597 LSS W/Scope). This same gun (80850) was the 2007 SHOT Show Special. Features will include:

- Durable Black/Grey and Yellow Laminated Target Style Stock gives the gun a truly unique look with uncompromising strength
- (Ambidextrous) Stock design
- Gives new meaning to “Free-Floated” barrel for superior accuracy

- **Satin-Blued MAGNUM contour 20" Clean Barrel**
- **Includes Factory Mounted Scope Rail**
- **Offered in 22 LR**
- **10 Round Metal Magazine Box**

	MSP
	Invoice
	FET
	RemCash
	cost
	\$Margin
	%Margin
	379
\$ 335	
\$ 33	
\$ 301	
	190
\$ 111	
	37%
RAMAC #: 80850 Forecast: 900 Units (minimum)	

Model 700 LSS in .257 Weatherby Magnum is meant to replace the current Model 700 LSS (81400) .280 Remington Ltd. 50th Anniversary Edition. This gun will include many of the same features but will have a "Semi-Gloss" finish and will include a Magnum contour (26") barrel. Features will include:

- **All the great features of our time-tested Model 700**
- **26" Magnum Contour LSS Style Stainless clean barrel**
- **LSS Black Laminate Semi-Gloss Stock**
- **.257 Weatherby Magnum chambering**
- **Remington SuperCell recoil pad**
- **X-MARK-PRO fire control**

	MSP
	Invoice
	FET
	RemCash
	cost
	\$Margin
	%Margin
	729
\$ 658	
\$ 66	
\$ 592	
	310
\$ 282	
	48%
RAMAC #: TBD Forecast: 510 Units (minimum)	

The Model 870 Express 7-Shot folder (RAMAC # 25059) will be updated for the 2008 lineup with an 18" RemChoke barrel and the addition of the new RemChoke Tactical Extended Ported choke tube. This gun will feature all of the same great features of the 25059 plus:

12 Ga. 18" RemChoke barrel
RemChoke Tactical Ported Extended choke tube

MSP
Invoice
FET
RemCash
cost
\$Margin
%Margin
0

\$ 0
\$ 0
\$ 0

\$ 0

0
0%

RAMAC #: TBD Forecast: 300 Units (minimum)

2008 PREMIER DEALER Line Deletions

84100
Model 700 LSS .280 Premier Dealer
25059
Model 870 Express 7-shot Folder Pr. Dlr.
24823
Model 870 Express 7-shot pistol grip Pr.Dlr.
26558
Model 597 LSS w/scope Premier Dealer