



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

## 2008 Mid-Year R-25 HTR

**Description**

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

**Positioning Statement**

- High Performance Autoloading Performance for the 21<sup>st</sup> Century Hunter

**Launch Date-2008 NRA Show May 16 Louisville, KY**

**Features and Benefits**

- 20" Carbon Steel Fluted Barrels to Balance Fast Handling and Accuracy
- Mossy Oak® Treestand™ Camo Upper and Lower
- Single Stage Hunting Trigger at 4 ½-5 Pound Pull
- Standard A-2 Style Stock and Pistol Grip
- Flat Top for Ease of Mounting Optics
- Universally Accepted Four Round Magazine Box

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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 4<sup>th</sup> 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

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2009  
Model 700 HTR

Description

- Line of Big Game Hunting Rifles with the Patented Triangular Barrel Profile
  - ~ Nine Total Offerings-243 Win through 300 Remington Ultra Mag

Positioning Statement

- The Most Accurate, Technologically Advanced Bolt Action Rifle

Features and Benefits

- 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

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2009  
R-15 HTR

Description

- Joint Introduction with Remington Ammunition of a Line of Cartridges for the AR-15
- Will Initially Offer a Chambering for Deer Hunting Followed by a High Performance 22

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

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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

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## 2010 Model 700 HTR 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

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