

Pellet Guns

awards made by N.R.A. for target proficiency at 15 and 25 feet is less than 10% of the number made under the 50-foot 22 caliber rifle program. There is some increasing interest on the part of young adult shooters in hand pellet guns, but these shooters are more apt to use the guns for plinking than for target qualification under N.R.A. programs.

4. The 34% growth in sales reported last year by Crosman Arms has been attributed by that company to its new products, which essentially comprise a 6-shot CO₂ gas-operated revolver modeled after a Smith & Wesson, and a 10-shot CO₂-operated automatic pistol modeled after a High Standard, and a training system using such pistols for law enforcement and other agencies whose members must have proficiency in handgun use and in making shooting decisions. 83
5. There is some indication that, if any opportunity exists for Remington in this field, it would arise from the fact that pellet guns are most likely to be sold in stores that already handle firearms and ammunition. Remington's name and distribution system might thus enable us to move into a 20 to 30% market share, amounting to possibly \$2MM annually, if we were to offer suitable gun models and to introduce them with appropriate promotional effort.
6. Based on observation to date, it does not appear likely that a mechanism exists, short of very large-scale lobbying and promotional activity, to create a market for pellet guns in the United States equivalent to that which exists in Europe.