

TRAP PROGRAM GOALS

PRICE

<u>Trap Model</u>	<u>Selling Price</u> <u>(1976 or Introduction Date)</u>
M4100T Gun Club Trap	\$1,750
M4100S Gun Club Skeet Traps	\$2,500
Tournament/International Trap	\$ 750
Deluxe Portable Trap W/Electric Release	\$ 245
Deluxe Portable Trap W/Manual Release	\$ 175
Portable Trap	\$ 150

VOLUME

<u>Model</u>	<u>1975</u>	<u>1976</u>	<u>Unit Sales Volume</u>		
			<u>1977</u>	<u>1978</u>	<u>1979</u>
M4100T	100	110	125	125	125
M4100S. Prs.	-	25	50	50	50
Tournament/Int.	-	25	75	125	150
Deluxe Portable E	-	25	75	100	150
Deluxe Portable M	-	75	75	100	100
Portable	-	150	250	300	350

SCHEDULE

	<u>Program Goals</u>	
	<u>Introduction</u>	<u>Shipment</u>
M4100T	Aug. '73	- Now -
M4100S	Feb. '76	May '76
Tournament/Int.	May '76	Jul. '76
Deluxe Portable E		
Deluxe Portable M	Oct. '75	Jan. '76
Portable		