

■ Product Strategy - 1998

M/11-96 Euro Lightweight

The M/11-96, utilizing a steel receiver, offers reduced weight and superb balance. While offering the upland hunter a 12 gauge gun that feels like a 20 gauge, the M/11-96 has the potential to bridge the gap in Remington's product line until a new shotgun can be developed. Although it was introduced in early 1996, trade shipments are not expected to begin until August 1997. As a result, no product changes are planned for this model in 1998. *Focus in 1998 for the M/11-96 Euro Lightweight will be on producing a quality product in a timely and reliable manner and servicing the market with the current offerings.*

M/11-87

A return to niche marketing is planned for the M/11-87 in 1998. With the increased popularity of turkey hunting, a special version of the M/11-87 will be offered. *The current M/11-87 SPS-T Camo will be upgraded by adding fiber optic sights and a straight rifled choke tube.* In addition, this product will be part of an exclusive National Wild Turkey Federation's 25th anniversary series offering.

Deer hunting with shotguns remains popular. With the advances made in sabot ammunition and bolt action shotguns, accuracy and performance expectations have been raised. *Improvement in the accuracy of Remington's fully rifled cantilever barrels is needed to keep this product category competitive.*

M/1100

As a result of new product introductions, the M/1100 continues to maintain modest volumes. Remington's product strategy will focus on niche products next year. Below are descriptive details concerning *three new versions of the M/1100 planned for 1998.*

First, given the Sporting 28's ability to capture a portion of the growing use of small bore shotguns in sporting clays, *a Sporting 20 will be added to the catalog in 1998.* This gun will be built on the LT-20 frame and configured similarly to the Sporting 28 except it will feature a 28" barrel.

In addition to the Sporting 20, *a M/1100 Synthetic Youth turkey gun will be added to the catalog.* Selected to be part of the NWTF 25th Anniversary Series, this