

gun will be chambered for 3" shells and set-up similar to the M/11-87 SPS-T Camo with fiber optic sights and a special turkey choke tube. This new product offers a small frame hunter all the same features of the 12 gauge M/11-87 in a smaller, more manageable package.

*Third, the non-catalog scope combination package offered in 1997 will be continued into 1998 as a non-catalog offering.* Featuring the M/1100 Synthetic FR CL, plus a scope and ring package, this combo package offers the dealer a turn key opportunity to provide enhanced value and service to his customer.

In addition to the above listed new products for the M/1100 family, roll embellishment will be added to the receivers of the LT-20 field guns. However the Special Field series will remain non-embellished.

#### SP-10 Magnum

As noted earlier, the performance of the SP-10 has improved over the past few years. *For 1998, the SP-10 Camo will be replaced with a special NWTF 25<sup>th</sup> Anniversary Edition.* With the exception of added fiber optic sights and the NWTF marking, this gun will basically be the same as the current SP-10 Camo. A 26" version of the SP-10 Camo was offered on a limited non-catalog basis in 1997 and will become a catalog offering in 1998.

### ■ Product Strategy - 1999 And Beyond

#### NAS

*A New Autoloading Shotgun (NAS) is planned for 1999 introduction. The core criteria driving the NAS program are:*

- *Improved Reliability*
- *Improved Durability*
- *Easy to Use*
- *Reduced Weight*
- *Improved Quality*
- *Reduced Cost Of Manufacture (Improved Margin Opportunity)*