

■ Competitive Analysis

Remington's leading competitors in the Autoloading Rimfire Rifle market are Marlin, Ruger and Savage. As mentioned earlier, Marlin and Ruger currently dominate this market with over 80% volume share. Remington's smaller presence has mostly been dependent upon the Model 522 Viper for the past few years. *Significant share gain is expected as the new Model 597 family reaches the market.*

Marlin participates in this market with several autoloading offerings. The most popular is their Model 60. This rifle is chambered for 22 LR and features a tubular magazine and is offered in a low priced promotional version with a carbon steel barrel and birch stock. A higher priced version includes a stainless barrel with laminated stock. *The basic Model 60 wholesale price is \$14 less than the Viper and \$18 less than the Model 597 (after sales programs and discounts).* The Model 60 SS sells for \$36 less than the Model 597 LSS at wholesale (after sales programs and discounts).

In addition to the Model 60 family, Marlin offers a series of clip magazine 22 caliber rifles. The action design of these rifles is similar to the Model 60 except they all feature 10 or 7 shot clips that extend below the "belly" of the stock. Marlin added two new guns in this category for 1998. *The Model 7000 is a heavy barreled synthetic stock rifle* that features an 18" barrel, swivel studs and 1" scope rings. The Model 7000 sells for \$17 more than the Viper and \$13 more than the Model 597 (at wholesale, after sales programs and discounts).

The Model 975 is Marlin's other new autoloader for 1998. Positioned as a promotional model, the Model 975 features a carbon steel barrel and synthetic stock and is priced \$18 and \$22 less than the Viper and Model 597 respectively (at wholesale, after sales programs and discounts).

The Marlin Model 995SS is basically the same gun as the Model 975 except it features a stainless barrel and is priced \$41 less than the Model 597 LSS.

Marlin also markets the Model 922 Magnum. This rifle is chambered for the 22 WMR and features a 20½" carbon steel barrel, walnut stock with recoil pad, and a 7 shot clip magazine. The Model 922 Magnum has a reputation for mediocre reliability and function. The Model 922 Magnum sells for \$31 more than the Model 597 Magnum (at wholesale, after sales programs and discounts).