

The Ruger Model 10/22 is generally held to be standard for quality and value in this market. Over the years the 10/22 has built a reputation of quality and a loyal following. *The 10/22 is available in several configurations that are traditionally styled and feature a 10 shot rotary clip magazine.* The 10/22 lends itself to customization and, as a result, a myriad of after-market accessories has been developed.

The 10/22-RB is Ruger's standard rifle. It features a carbon steel barrel, adjustable sights and birch stock. This gun sells for \$11 more than the Model 597 (at wholesale, after sales programs and discounts).

In addition to the standard 10/22-RB, Ruger offers several mid-priced versions combining carbon or stainless barrels with birch, walnut and synthetic stocks. Their high-end catalog stainless offering, the K10/22-RBI, features an international style walnut stock and is priced \$12 under the Model 597 LSS (at wholesale, after sales programs and discounts). Ruger also manufactures a laminated stainless 10/22 (exclusively for Wal*Mart) that features a laminated stock, sling with swivels, and scope adapter. Wholesale pricing for this gun is not available, but Wal*Mart sells it at retail for \$188.

Ruger also offers a heavy barrel target version of the 10/22. The 10/22T features a forged carbon steel heavy barrel and laminated stock. With the availability of after-market barrels and stocks, the 10/22T does not offer a high price-to-value relationship at \$243 MSP. Sales for this rifle have been reported as slow.

Savage competes with the Model 64 family of 22 LR autoloading rifles. The Model 64, offered with a carbon steel barrel and wood or synthetic stock, sells for \$25 less than the Viper or Model 597 (at wholesale, after sales programs and discounts). Based on quality and reputation these products are not considered to be significant competition at this time.

Remington currently has three models of autoloading rimfire rifles; Models 572 Speedmaster, 522 Viper and the new 597 family. First, the Model 572 Speedmaster, (the only domestic autoloader that functions 22 Long Rifle, 22 Long and 22 Shorts) is a high-end product that features a tubular magazine and walnut stock and fore-end and wholesales at a price of \$255.

The Model 522 Viper, was introduced in 1993. Offering a 10 shot magazine clip and unique styling, the 522 Viper is positioned as a mid-priced offering with reliability and technical advances as its major selling features. *Unfortunately, poor*