

quality and undesirable attributes such as a heavy trigger force hurt the sales and reputation of the Viper. Orders for the Viper have declined dramatically over the past two years. At the current wholesale price of \$114, the Viper is not considered a viable product in the market.

Remington has the potential to gain significant share with the new Model 597 family of 22 LR and 22 WMR rifles. The Model 597 features an aluminum receiver with innovative action design and simple trigger mechanism making the design inherently reliable. Additional features include a staggered clip magazine, last shot hold open and adjustable sights. The receiver of the Model 597 is dove-tailed as well as drilled and tapped for scope mounting. Initial reports indicate this family of rifles will be well accepted in the market if function and reliability expectations are met.

The Model 597 family is comprised of three rifles for 1997. The basic gun, the Model 597, is chambered for 22 LR and features a carbon steel barrel and synthetic stock. At \$119 MSP, it is well positioned between Ruger's 10/22 and Marlin's Models 60 and 975. Also chambered for 22 LR, the Model 597 LSS offers the basic features of the Model 597 combined with a stainless barrel and laminated stock with swivel studs. Priced at \$199 MSP, the Model 597 LSS is slightly higher than Ruger's 10/22. Lastly, the Model 597 Magnum is essentially the same gun as the basic Model 597 except the Magnum is chambered for the 22 WMR and features a proprietary bolt, synthetic stock and carbon steel barrel. Initial reports indicate this gun is very reliable and it is competitively priced at \$229 MSP.

■ Product Strategy - 1998

Model 552 Speedmaster

There are no new products planned for the Model 552. Focus should be on maintaining quality and reducing manufacturing cost for 1998.