

- Market saturation/ Over capacity
- Intensified Competition
- Inventory Carryover at Wholesale
- Price Escalation

A clear picture of the aforementioned M700 sales trends are detailed in the matrix below.

**Remington Sales Volume - Bolt Action M700**

	1992	1993	1994	1995	1996	<u>Fcst</u> 1997
700	98,937	106,348	111,775	148,775	151,165	120,000
700 Stainless	<u>18,671</u>	<u>21,179</u>	<u>23,896</u>	<u>23,620</u>	<u>37,959</u>	<u>42,000</u>
<b>Total 700</b>	<b>117,608</b>	<b>127,527</b>	<b>135,896</b>	<b>176,193</b>	<b>189,125</b>	<b>162,000</b>
Marts	---	---	---	51.5	38.2	22.5
Non-Marts	---	---	---	124.7	150.9	139,500

The domestic centerfire rifle market is composed of three principal product categories. 1996 volume estimates by product category are as follows:

**1996 Centerfire Rifle Sales Volume  
By Product Category<sup>16</sup>**

<u>Category</u>	<u>Units (M)</u>
Bolt Action	635
Repeating <sup>17</sup>	414
Single Shot	<u>38</u>
<b>Total</b>	<b>1087</b>

<sup>16</sup>Combined analyses of Gunmark Benclux - 1997, P.P.I. Research - 1995, BATF Production 1995 and NSGA Retail Sales Study - 1996.

<sup>17</sup> Includes Autoloading, Pump, and Lever Actions.