

offering these guns with mounted scopes and packing the combo in hard gun cases. These "Packaged" guns sell for approximately the same net wholesale price as the Remington Model 700 ADL Synthetic. *The Model 110 and Model 111 series range in net wholesale price from \$229 to \$322.*

The Savage Model 114 and Model 116 are their high end hunting rifles. The Model 116 combines stainless steel actions with molded synthetic or walnut stocks. The Model 114 features carbon steel actions and walnut stocks. Options such as barrel fluting, detachable magazine boxes and muzzle brakes are offered. These are mid priced products when compared to the overall centerfire bolt action rifle market. *The Model 166 and Model 114 range in net wholesale price from \$322 to \$455 based on features. This is approximately \$34 to \$100 less than similar Model 700 offerings (after sales programs and discounts).*

The Savage Model 112 line consists of heavy barrel offerings combined with laminated or molded synthetic stocks. Both carbon and stainless barrel options are available. Stainless barrels are fluted. *The stainless versions of the Model 112 are priced \$100 to \$200 less than Remington's Model 700 Varmint rifles.* The Model 112 FV (carbon steel barrel and molded stock) sells for \$18 less than the Model 700 ADL Synthetic.

Browning competes in this market with the A-Bolt II family of rifles. The A-Bolt II, positioned as a high end product, is offered in both right and left hand configurations, all of which feature a detachable magazine box, 60° bolt rotation, and tang safety. The A-Bolt family is broken down into several sub-categories based on gun configuration and end use. Sights and the BOSS accuracy adjustment system are added cost options on most A-Bolt offerings. *The combinations of features, options and calibers result in approximately 175 individual SKU's in the A-Bolt II line.*

The standard rifle is the A-Bolt II Hunter which features a plain walnut stock, swivel studs, polished blue metal, adjustable sights and detachable magazine box. It is available in short action through long action magnum calibers. There is no embellishment on the A-Bolt II Hunter line. *With sights, the A-Bolt II Hunter sells for \$90 more than the Model 700 ADL or \$25 less than the Model 700 BDL (at wholesale after sales programs and discounts).* The price of the A-Bolt Hunter without sights is reduced by \$46.

The A-Bolt II Medallion, Micro Medallion and Gold Medallion are cosmetically upgraded versions of the A-Bolt Hunter. The Medallion features