

than the Model 700 BDL (after sales programs and discounts). The same gun without sights is \$22 less.

Weatherby is the last major competitor in this market. Weatherby has built a reputation for expensive high end rifles designed around Weatherby Magnum calibers. These rifles historically competed more with Remington's Custom Gun offerings than the standard line. However, over the past few years Weatherby has contracted domestic manufacturing capabilities and expanded its line to include standard non-magnum calibers and lower priced rifles. In fact, Weatherby is selling a Mark V to Wal-Mart in 1997.

Weatherby also introduced a new magnum caliber in 1997. The .30-378 WBY MAG, positioned as the ultimate long range caliber, has a strong but limited following, further reinforcing the brand's reputation.

The Weatherby Mark V line now consists of several products ranging in wholesale price from \$498 to \$1,600. The Mark V series is still available in Weatherby's traditional magnum configurations as well as in several light weight non-magnum versions. These rifles include stainless actions combined with injection molded stocks, stainless actions with fluted barrels combined with fiberglass stocks and carbon steel actions with walnut stocks.

The Mark V Lightweight is new for 1997. It features a carbon steel action, walnut stock and floor plate style magazine. It is available in short action and long action calibers. The Mark V Lightweight sells for \$168 more than the Model 700 BDL.

The Lightweight Mark V Synthetic combines the same action as the Mark V Lightweight with an injection molded stock. At \$498, it lists for \$61 more than a Model 700 BDL.

Remington currently has two entries in this market. The Model 700 and Model Seven. The Model 700 is considered the standard in bolt action rifle design for strength and accuracy by many serious rifle shooters and is available in a host of varieties and options.

Model 700