

The standard offering is the Model 700 BDL, which features a high gloss walnut stock, polished blue action and floor plate magazine. The Model 700 BDL DM is basically the same gun with a detachable box magazine. A lighter version of the BDL, Model 700 Mountain Rifle DM, features a slimmer stock and barrel, and weighs about ¾ of a pound less than the BDL. These rifles wholesale between \$389 and \$424 (after sales programs and discounts) and are available in limited left hand calibers.

The Model 700 BDL SS and BDL SS DM feature stainless actions and injection molded synthetic stocks. The difference between the two is the detachable magazine (DM) vs. floor plate magazine. The Model 700 BDL SS & SS DM wholesale for \$443 and \$469. A muzzle brake option is available on the Model 700 BDL SS DM-B for an additional \$45.

The Model 700 line of standard hunting rifles is rounded out with the lower priced Model 700 ADL series. The standard ADL features a walnut stock, polished blue action and a blind, top load magazine and wholesales at \$324. To attack the economy priced rifle market, a synthetic version was introduced in 1995 featuring an injection molded stock and matte finished barrel. As the lowest priced Model 700, the 700 ADL Synthetic wholesales at \$284 (after sales programs and discounts). *As noted earlier, this price is still significantly higher than the Savage Models 110 and 111.*

Remington expanded the market for long range rifles over the past few years with the introduction of the Model 700 VS and Sendero lines. These guns feature composite stocks with aluminum bedding blocks and heavy varmint barrels. Stainless actions with fluted barrels are also available. Due to the success of these new long range products, along with competitors reactions to rush similar products to the market, the long range rifle market is currently saturated. Additionally, Remington generated some new interest in 1997 with the introduction of the 7mm STW caliber in this line. As can be seen from customer interest in this new magnum caliber and Weatherby's new 30-338 Wby Mag, there appears to be a market developing for higher horsepower calibers.

Remington also offers the Model 700 Classic. This rifle, offered in a limited run "Classic" centerfire caliber each year, features a straight comb stock, classic rifle styling and polished blue action.

Model Seven