

Custom Gun - Market Summary

The custom gun market includes all customized rifles, shotguns and target grade over and unders. The size of the domestic custom gun market is estimated to be between 7 - 9 M units in annual sales with estimated retail values worth \$14 to \$18MM annually.

Custom Shop products are positioned to serve the upper-end rifle and shotgun markets. The majority of business in this segment (+90%), is represented by centerfire bolt action rifles. Customers tend to be serious rifle shooters or hunters in addition to those who wish to purchase firearms that are considered works of art. Custom gun buyers tend to be better educated and more affluent than the average firearm owner.

The four largest players in the custom gun market are Remington, Ruger, USRAC, and Dakota Arms. Smaller competitors are companies like McMillian, Robar, H/S Precision, and Lazzeroni. Whether large or small, all custom gun builders focus on high performance as the core selling feature of their product.

■ Market Share Overview

Competitive sales volumes and market share are estimated as follows:

<u>BRAND</u>	<u>UNITS (M)</u>
Remington	1800
USRAC	1400
Ruger	900
Dakota Arms	450
Other	<u>3000</u>
TOTAL	7350