

barrel target rifles that feature stainless steel actions, adjustable triggers and wood or composite stocks.

## ■ **Product Strategy - 1998**

As competition in the custom gun market increases *Remington must focus on improving delivery time and quality of custom offerings* to remain competitive. In addition, new calibers and product features will be needed.

### **Model 700 Custom Rifles**

*There are no major product revisions planned for the line of Model 700 Custom rifles. Revisions will be limited to the addition of the 7mm STW caliber to the Models 700 AWR, 700 Mountain KS, 700 Mountain KS LH and 700 Mountain KS Stainless.* Additionally, consideration will be given to offering a detachable magazine as an added price option for custom model 700's.

### **Model Seven Custom Rifles**

*There are no major product revisions planned for the line of Model Seven Custom rifles. Revisions will be limited to the addition of the new 260 Remington caliber to both the Model Seven KS and Seven MS.*

### **Model 40X Custom Rifles**

*The line of 40XB rifles will be expanded by the addition of a laminated thumbhole stock version.* The stock will be configured similarly to the stock used on the Model 700 ML and will be available in four colors.

## ■ **Product Strategy - 1999 and Beyond**

*The addition of the complete family of the new Remington Ultra Mag calibers planned for 1999 is a natural for the line Custom Model 700's.* Consideration will also be given to other caliber additions as well as adding options and features to existing lines to enhance the offerings. With the new capability to manufacture stocks in-house, *a custom wood stock version of the XP-100R will also be entertained.*