

New Centerfire Autoloading Rifle (C.A.R.) – Despite a small sporting goods market, it would not be unreasonable to assume that with a new product, Remington could secure 25M-30M units in sales volume. Couple this figure with potential military contracts and this volume level could approach 50M pieces annually.

An evaluation by R&D and Manufacturing needs to be performed to project the resources required for such an effort. In order to keep development costs to a minimum, the C.A.R. could in theory (but is not mandated to) utilize many of the same components and design concepts generated by the upcoming Model 2100 New Gas Autoloading Shotgun project. General criteria for the C.A.R. are as follows:

- Gas autoloading design utilizing recoil reduction technology.
- Must function ammo ranging from .243 Win to .338 Lapua (for military use) as well as Remington Short Action Ultra Mag cartridges.
- Capability to function .223 Rem. ammunition would be beneficial, but is not a prerequisite.
- Detachable box magazine. 2-shot non-detachable magazine option for International.
- Synthetic and wood versions available.
- Fire-control design with potential for adjustability

Model	MSP	NSP	Annual Volume
Centerfire Auto Loading Rifle – S/A & L/A	\$560	\$511	15000 units
Centerfire Auto Loading Rifle – Magnum	\$580	\$529	10000 units

Pricing Considerations – Unless opportunity presents itself, rationalization for price increases in the Model 7400/7600 product lines will be difficult to come by. In all practicality, some level of increase will likely prove necessary in order to maintain margins. For forecasting purposes the following price increases per year will be used with the understanding that the percentages may fluctuation up or down in any given year.