

perception of the three dominant brands within the rimfire rifle category.

- **Remington** – Over the years, Remington has established the reputation of delivering exceptional value for the money. The SMRG 2000 study of the rifle market supports this as the price/value factor was the number one reason for choosing a Remington rifle. This study, however, covers both centerfire and rimfire rifles. It is the belief of this writer that Remington's brand perception is much stronger for centerfire rifles than it is for rimfire rifles at the present time. Remington's position in the rimfire market is very weak as a result of the failure from a quality standpoint of the Model 522 Viper and early stumbles with the Model 597 which plagued the product with a reputation of unreliable feeding. In addition, Remington spends relatively few advertising dollars in comparison to other key players, attributing to shortfalls in brand recognition.
- **Ruger** – Ruger's position in the rimfire market, primarily with the Model 10/22 is an enviable one. Priced moderately, Ruger products are not considered as low-cost, price point products, but as high on the price/value scale. The results are products which successfully penetrate the "plinker" market while maintaining acceptance within the "enthusiast" sectors of the market. SMRG data also shows Ruger with a very strong position from a brand recognition perspective, supporting their dominating position with respect to advertising expenditures.
- **Marlin** – Marlin is without a doubt the low-cost leader in the rimfire rifle category. Tied with Ruger with 32% of the total market, Marlin has been very successful in mass merchant retail by establishing the Model 60 as the most popular tubular magazine fed autoloading rimfire rifle. With entry level pricing just over \$100, the Model 60 has proven to be very popular with the "plinker" segment of the market. In fact, it is a reasonable assumption that Marlin dominates the "plinker" segment. While Marlin does offer some specialized bolt-action products to appeal more to the "enthusiast's," they have positioned themselves well as the entry level rimfire leader.