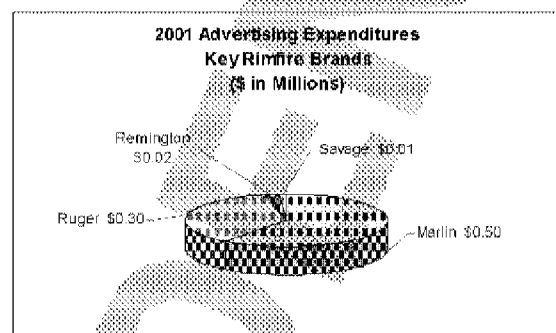


- **Savage** – While third in brand share, Savage is a distant third with just over 12% of the total rimfire market. Also regarded as a low-cost, entry level brand, Savage has not gained the following enjoyed by Marlin. From this writer's perspective, those who purchase a Savage as an entry level rifle seem satisfied with the product. Perhaps Savage's shortfall stems from brand recognition. Of all the major U.S. firearms manufacturers, Savage spends the least amount in advertising dollars⁴.

2001 Total Print Ad Expenditures – Rimfire Rifles by Key Brands



The chart above paints a clear picture of the emphasis Marlin and Ruger place on protecting their brand share in the rimfire market through the support of advertising dollars. In order to successfully gain share in the rimfire market, Remington must provide additional advertising support to generate impressions on the consuming public.

Listed below is the historical and current forecast of advertising expenditures for the Remington Model 597 Autoloading Rimfire Rifle.

2001 AD Facts Firearms Advertising History
Ibid