

Model 597 Magnum LS – The Model 597 Magnum LS features a gray laminate stock and blued action with iron sights. Chambered for .22WMR.

Initial versions of the 597 received a mixed reception due to early issues with malfunctions in feeding, a plastic magazine box and excessively heavy trigger pull. Over the course of its life, the 597 has evolved to feature a metal magazine, a newly designed ejector to virtually eliminate jamming issues and manufacturing methods have been refined to improve the trigger.

However, the Model 597 has yet to reach its anticipated potential in the marketplace. Priced in between the Marlin Model 60 and the Ruger 10/22, the Model 597 has difficulty in providing obvious product differentiation to draw the Model 60 prospective buyer up on the price scale. In addition, the Model 597 is relatively close in price to the perceived standard Model 10/22, providing easy rationalization for the undecided consumer to choose the category standard Ruger. Due to the low margin position of the Model 597, Remington must find ways to deliver distinct product differentiation to the shooting public, while adding profitability to the line.

As stated earlier, Remington also offers the Model 552 Speedmaster autoloading rimfire rifle. Equipped with a tubular magazine, the 552 Speedmaster is the only domestic autoloading rimfire rifle capable of shooting .22LR, .22 Long, and .22 Short ammunition. The Model 552 Speedmaster features a polished blued finish and high-gloss walnut stock and fore end with cut checkering.

#### Wholesale Pricing Comparison Autoloading Rimfire Rifles

Manufacturer	Model	Net Wholesale Price
Ruger	10/22	\$139 - \$174
Ruger	10/22 Magnum	\$290
Marlin	Model 60	\$99 - \$160
Marlin	Model 60 Scoped	\$104 - \$135
Marlin	Model 795 Carbon	\$95
Marlin	Model 795 SS	\$127
Savage	Model 64	\$88
Savage	Model 64 SSHB	\$149