

- Increased costs of materials or increased costs of manufacturing could drive the 597 over the threshold price of competitiveness

Product Strategy – 2003

Model 552 Speedmaster

No new product introductions are planned for the 552 Speedmaster. An emphasis should be placed on maintaining manufacturing quality to protect the small but profitable niche market opportunity enjoyed by this product.

Model 597

Model 597 Magnum .17HMR - Introduced at the 2002 S.H.O.T. Show, the .17 Hornady Magnum Rimfire was one of the hottest topics of the year. Product offerings from Marlin and Ruger feature bolt-action rifles chambered for the .17 HMR. If executed in a timely fashion, Remington has the opportunity to present the first autoloading rimfire rifle chambered for this new round. The 597 Magnum .17 presents the following opportunities:

- 597 Magnum Synthetic** – Standard 597 Magnum chambered for .17 HMR
- 597 HB Magnum** – Same as current 597 HB Magnum chambered for .17HMR.
- 597 .17 HMR Conversion Kit** – Marketed under the same strategy followed on shotgun part order barrels, the sale of .17 HMR Model 597 barrel would allow the current owner of a Model 597 Magnum .22WMR to convert their firearm over to accommodate the .17 HMR.

Model	MSP	NSP	1st Yr. Volume
597 Magnum SYN .17HMR	\$ 241.00	\$ 215.40	5000
597 HB Magnum .17HMR	\$ 299.00	\$ 267.23	2000
597 Magnum .17HMR Conversion	\$ 103.00	\$ 86.30	2500

Model 597 Scoped Combo - The Marlin Model 60SS scoped combo has proven to be tremendously successful at Wal*Mart. Point of Sale data from Wal*Mart indicates growth in volume for this sku in 2002 of 10% over 2001 levels. The rifle comes with an inexpensive fixed 4X scope with 20mm objective and 5/8" tube. Significant opportunity exists for Remington to enter this category with a similar offering, only with a scope perceived as a