

- Special make opportunities that capitalize on the Remington NASCAR sponsorship with Dale Earnhardt Jr. These opportunities have proven to be good volume in previous years, however due to vendor yields and inconsistencies, these special runs were not profitable. R&D has been challenged with finding alternate sources and solutions which will allow Remington to again capitalize on this partnership.
- Maintaining flexibility to respond quickly to changes in market trends in order to capitalize on opportunistic situations such as the recent introduction of the .17 Hornady Magnum Rimfire.

Pricing Considerations – It is recommended that after the 2003 price increase, pricing be held on the Model 597 line barring any opportunistic potential yielded in Ruger's pricing strategy for the Model 10/22.

MANUAL ACTION RIMFIRE RIFLES

Manual action rimfire rifles can be categorized as pump action, lever action and bolt action firearms. 2001 sales estimates place the total manual action rimfire rifle U.S. domestic market at 204M units. Of the category, bolt action rifles dominate the total volume, accounting for 75% of the category volume, or 153M units annually. A break down by manufacturer is listed below.

**2001 Manual Action Rimfire Market
Estimated Sales by Manufacturer**

Brand	Action Type	Units (000's)
Marlin	Bolt	55
Savage	Bolt	42
Henry	Lever	39
Other (Imports)	Bolt	33
Ruger	Bolt	25
USRAC	Lever	9
Remington	Pump	1
Total		204