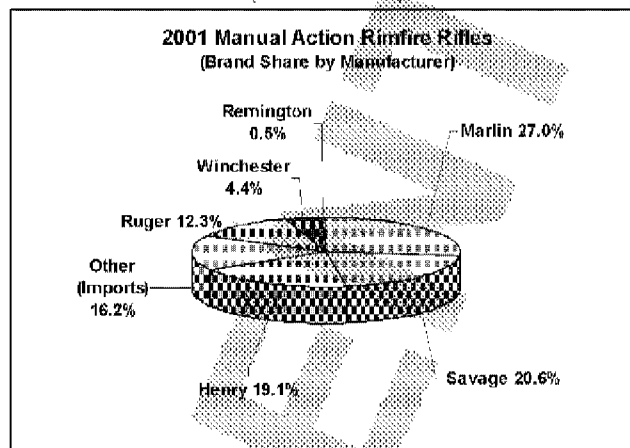


2001 Manual Action Rimfire Brand Share (% of Units)



Remington Segment Performance – Manual Action Rimfire Rifles

Remington's presence in this market category is essentially non-existent. Currently, the only product offered by Remington is the Model 572 Fieldmaster pump-action rimfire. With volumes ranging between 1M and 1.5M units on an annual basis, this product is not a formidable competitor appealing to a small niche market. From a historical perspective, when the 541/581 series of bolt-action rimfire rifles were manufactured, Remington maintained approximately 10% of this market segment.

Competitive Outlook

As stated earlier, save the specialized lever-action rimfire rifles from Henry, Marlin and Winchester, the manual action category is dominated by the bolt-action rifle. Remington no longer possesses a core competency in the manufacture of lever-action firearms, hence the following discussion will focus on the bolt-action category.