

Like other segments within the firearms industry, the price/value relationship maintains a great presence within the centerfire rifle segment. Consumers place a great deal of emphasis on the level of performance, precision, and quality obtained for the dollars spent. It should be noted that unlike the rimfire rifle market, centerfire rifles maintain a position of a premium product in and amongst themselves. While entry-level priced products exist in the centerfire rifle market, typical entry level price points are sub \$400 at retail as opposed to sub \$150 at retail for the rimfire market. Centerfire rifles are by nature, viewed as more specialized tools for more specific end use applications and therefore maintain a higher threshold price.

Essentially, the centerfire rifle segment can be categorized under three distinct headings:

- Entry Level Centerfire Rifle (< \$500 Retail)
- Premium Centerfire Rifle (\$500 - \$800 Retail)
- Specialty Centerfire Rifle (Niche Markets)

#### **Entry Level Centerfire Rifle**

This segment is dominated by lower price point repeating rifles, no-frills bolt action offerings, and the increasingly popular “ready to go” scoped combo packages. The entry level price point appeals to the casual big game hunter, the new entrant to big game hunting and the hunter with a limited budget. **Entry level product offerings in the centerfire rifle category account for approximately 35% of retail sales in the U.S. domestic market.**

#### **Premium Centerfire Rifle**

Appealing to a more discriminating audience, the premium centerfire rifle category in the sporting firearms market consists primarily of bolt-action rifles that constitute the flagship products of the various manufacturers. Featuring higher grade options such as stainless steel, high grade stocks, polished blued metal work and an overall higher perceived level of attention to detail. **The premium centerfire category accounts for approximately 50% of retail sales in the U.S. domestic market.**

#### **Specialty Centerfire Rifle**

The specialty centerfire category features products that are generally highly focused toward a specific end use. Examples would be heavy barreled long range rifles with specialized target stocks for situations such as varminting, or extended range big game hunting. Products within this category often