

Although perceived as a fair value for the price, Ruger relies heavily on advertising dollars to continue to pull product through into the hands of the consumer.

- **Winchester** – Winchester established a competency in centerfire rifles and a reputation for quality in the late 1800's with the Model '94 series of lever-action repeaters. While the Model '94 remains a staple in the Winchester line, it plays second fiddle to the Model 70 series of bolt-action centerfire rifles. In fact, prior to the popularity surge of the Remington Model 700, the Winchester Model 70 was viewed as the finest bolt-action centerfire rifle in America. Winchester seems to have a loyal following of consumers, predominantly residing in the Western and Southwestern regions of the United States. It is interesting to note that in a survey conducted by SMRG, Winchester deviated from the other manufacturers with 64% of respondents stating that Winchester's brand name was influential in their purchase decision, placing greater emphasis on these criteria than the price/value relationship<sup>11</sup>. This information when compared to Winchester's fourth place position with respect to advertising dollars spent indicates that the Winchester consumer is perhaps more loyal to the brand than are other centerfire rifle consumers.
- **Marlin** – Marlin Firearms participates in the centerfire rifle market only with their family of lever-action repeating rifles. Marlin also purchased a dominating presence in the relatively small single-shot centerfire rifle market through the acquisition of Herrington & Richardson (H&R). The Marlin brand is undoubtedly associated with "middle of the road" (in comparison to Remington and Ruger) offerings targeted toward the casual hunter with a limited budget or limited desire to spend a great deal of money on a hunting rifle.
- **Savage Arms** – Like Marlin, Savage focuses marketing efforts toward reaching the entry level, or price conscious consumer. This is reinforced by Savage CEO's statement in the 2002 product catalog, "we continue to build on our reputation for accuracy at an affordable price"<sup>12</sup>. Savage relies on their bolt-action Model 10/Model 11 platforms to carry the load. Regarded as "no-frills" firearms, lacking high grade finishing and materials, Savage rifles do in fact carry a

<sup>11</sup> SMRG's U.S. Marketrac: 2001 Annual Report

<sup>12</sup> Savage Arms 2002 Product Catalog