

The redesigned synthetic stock will be utilized on the higher price point BDL Synthetic models, providing further brand differentiation from the entry level ADL Synthetic models.

- **Model 700 Classic** – The Model 700 Classic will continue through 2004 and 2005. 2005 will mark the 25th anniversary of the Limited Edition classic and will likely mean the end of the series. Caliber offerings for 2004 and 2005 are:
 - **2004** – 8mm Mauser
 - **2005** - .35 Remington
- **Model 700 ADL LS Short Action** – In continued focus to manage Remington's relationship with Wal Mart, the Model 700 ADL LS will be offered in a short-action platform exclusive to Wal Mart in 2003. Calibers will be .243 Win and .308 Win.

Model	MSP	NSP (Wal Mart)	Volume
Model 700 ADL LS .243 Win	\$419	\$390	2000 units
Model 700 ADL LS .308 Win	\$419	\$390	2000 units

- **Model 700 ADL LS Ultra Mag** – In an effort to continue to improve category growth at Wal Mart, a third version of the Wal Mart exclusive Model 700 ADL LS will be offered in .300 Remington Ultra Magnum in 2004.

Model	MSP	NSP (Wal Mart)	Volume
Model 700 ADL LS .300 RUM	\$449	\$418	4000 units

- **Model 700 EtronX** – A .30-06 hunting version of the Model 700 EtronX is currently in test at R&D. The new design capitalizes on means to reduce cost on the firearm to appoint where the hunting version of the EtronX will be available at retail for \$800-\$900. Also underway is the ASICS program intended to miniaturize and further reduce cost of the EtronX concept. **The future of the EtronX concept lies in Remington's success or failure to effectively promote the benefits of the concept to the consumer through hands-on demonstrations, product focused advertising, intensified PR and incentive based promotion at the retail level (on both sides**