

Product Strategy – 2004 & Beyond

Model 572 Fieldmaster

No additional offerings are planned for this category. Consideration will be given to special make opportunities provided they meet a threshold minimum of 500 units.

Model 504 Bolt-Action Rimfire – Development is currently underway for a new bolt-action rimfire from the Remington Arms Co. Slated to fill the void in the current pricing gap between the Mid Priced and High Priced bolt-action rimfires, the Model 504 will be designed and positioned as a premier platform. Capitalizing on Remington's core competency in building exceptional performance for the price in bolt-action rifles, the Model 504 will boast many of the same features found on higher priced platforms. The Model 504 will initially be offered in .22 Long Rifle, .22 Magnum and .17 Hornady Magnum Rimfire. Key product features are:

- All steel receiver with rear lock up, bedded by two take down screws
- 20" button rifled barrel (.22LR features 5-R rifling)
- Product specific fire control, fully adjustable by gunsmith
- Dual extractors
- Satin finish walnut stock with ebony fore end tip and high grade grip cap medallion and laser cut checkering
- Platform is expandable up to the .221 Remington Fireball centerfire cartridge

Model	Caliber	MSP	Cost	NSP	Margin (After F&D)	1st Yr Est.
504	.22LR	\$ 450.00	\$ 230.00	\$ 402.19	33%	5000
504	.22WMR	\$ 499.00	\$ 230.00	\$ 437.94	37%	1000
504	.17HMR	\$ 490.00	\$ 230.00	\$ 437.94	37%	1500

Low Cost Bolt Action Rimfire Rifle – 2001 Point of Sale data at Wal Mart alone show over 35M units of \$99 bolt-action rimfire sold. Of that figure, nearly one third of the sales were youth sized products. The challenge for Remington has been, and is likely to continue to be the inability to manufacture a product that can be sold at wholesale to hit a \$100 retail price point. Remington needs to pursue sourcing a low-cost, no-frills bolt-action rimfire rifle that can be marketed under the Remington brand or co-branded with the Remington brand (i.e. Mohawk by Remington). With the strength of the Remington brand, an annual volume of 15M – 20M units is easily attainable. Although this product will be a "no-frills" product, a prerequisite for consideration must be that the product functions reliably. There are many sources of a low-cost product that though they are low-cost, they are not "junk." This is paramount to any product bearing the Remington brand.