

summer of 2003. Equipped with a 24" barrel, calibers will be 7mm Rem. Mag and .300 Win. Mag. Both will utilize the current scope configuration of the 270 and .30-06 versions.

Model	MSP	NSP	1 <sup>st</sup> Year Volume
710 w/scope 7mm Rem Mag	\$329	\$300	6.75M Units
710 w/scope .300 Win Mag	\$329	\$300	8.25M Units

**Production/Quality Control** – An essential criteria required in maintaining the competitive position of the Model 710 is to monitor and insure that the price/value relationship remains in favor of the consumer and above the competition. A key element involved in this strategy is to monitor and understand the accuracy performance of the Model 710 in a manner of statistical significance. Manufacturing is implementing quality control procedures to monitor, record, and interpret the accuracy performance of the Model 710 off of the production line.

**Pricing Considerations** – No price increase is recommended for the Model 710 in 2003. This recommendation is based upon the current softening of demand for the Model 710 and in the centerfire rifle market in general.

**Product Deletions** – No deletions are planned for 2003.

### **Product Strategy 2005 & Beyond – Model 710 Sportsman**

The overall long-term strategy for the Model 710 will be to continue to deliver exceptional value at an affordable price.

**Extruded Receiver** – Exploratory efforts are underway to improve the perceived value of the Model 710 by means of an all metal receiver. Technology that will yield a dimensionally correct steel receiver through extrusion at only a \$10 increase in cost to the current synthetic receiver insert is being evaluated by Manufacturing and R&D. Plans are to either introduce this at the 2004 SHOT Show or for the 2005 catalog year depending upon availability.

**Model 710 Short-Action** – In April of 2001, Remington composed a poll of visitors to the company website asking the question: "In which caliber would you most like to see the Model 710 chambered?" Over 500M responses were received to the question. Nearly half responded that they would like to see the Model 710 chambered for short action cartridges. Specifically, 22% responded with .243 Win and 25% responded with