

Remington's short term market share objective for autoloading shotguns will be to hold share in all product categories. Longer term, new product introductions will grow share and increase profitability.

Market Share Goals

<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>
31%	31%	36%	44%

■ Remington Segment Performance

Remington's autoloading shotgun segment includes 11-87 Premier, 11-96 Euro Lightweight 1100 and SP10 Magnum models. *1996 sales totaled 66M units, accounting for \$27.4MM in revenue which is a 30% decrease in units and a 16% decrease in revenue from 1995 actuals.* Our worldwide performance for this category follows:

	<u>1995</u> <u>Actual</u>	<u>1996</u> <u>Actual</u>	<u>1997</u> <u>Rev. 1F</u>	<u>1997</u> <u>P.O.</u>
Unit Sales (M)	94.3	66.3	57.1	63.2
Sales Dollars (\$MM)	32.8	27.4	23.9	25.5
Standard Margin (\$MM)	14.9	12.5	9.0	9.4
Standard Margin % Sales	45.4	45.7	37.4	36.7

The principal issues facing this product segment are:

- Mature product life cycles of core offerings
- Cost of manufacture
- Product performance and features when compared to competition
- Category fragmentation