

- Improved Top Lever Operation
- Brazed Side Ribs
- Enhanced Rib Design
- Improved Fits
- Reduced Cost (\$502 Target For 12 Gauge Field)
- New Receiver Styling
- Improved Action Opening and Closing Operation
- Redesigned Stock and Fore-end Styling and Ergonomics

For the new O/U family to be successful, Marketing's styling and cost objectives must not be compromised.

Standard gross profit is targeted at 35% for the new O/U family. Pricing and volume forecasts are as follows:

<u>Model</u>	<u>Production Year</u>	<u>MSP</u>	<u>Net Selling Price</u>	<u>1st Year Volume</u>
12 Gauge Sporter	1999	\$799	\$643	3,000 Units
12 Gauge Field	1999	\$959	\$772	2,500 Units
20 Gauge Field	2000	\$1,099	\$886	1,200 Units
28 Gauge & .410 Bore Field	2001	\$1,269	\$1,023	1,000 Units
12 Gauge Sporting	2000	\$1,495	\$1,465*	700 Units
20 Gauge Sporting	2000	\$1,635	\$1,602*	500 Units

* Custom Shop Program Applies

Single Shot Break Action Shotguns:

Sportsman Model 99

Remington will introduce a line of economy priced single shot break action shotguns in 1999. This line will be marketed under the Sportsman brand as the Model 99 and be positioned to compete directly with the H&R/New England Firearms products. The Model 99 will be offered in 12 gauge, 20 gauge and .410 bore. Manufacturing cost of the Model 99 must be under \$40 to allow for competitive pricing and acceptable margins.