

Rimfire Rifle Market Summary

The size of the domestic rimfire rifle market is estimated to be between 550-650M units. The retail sales value of this market is believed to be worth approximately \$97MM.¹¹ Autoloading rimfire rifles comprise about 80% (500M units) of this total.

Mass merchants sell approximately 75% of all rimfire rifles and 56% of all autoloading rimfire rifles. Principal competitors in this market are Marlin and Ruger.

Estimates for 1995 sales volume and market share by brand are as follows:

1995 Rimfire Rifle Market (All Action Types)¹²

<u>Brand</u>	<u>Units (M)</u>
Remington	71
Ruger	210
Marlin	280
Winchester	18
Savage	15
Other	25
Total	619

¹¹ Combined Analysis of BATF Production Figures - 1995, SAMMI Factory Shipments - 1996, Herstal Clinvest - 1995 and Gnumark Benclux - 1996 (Proof House Reporting)

¹² Ibid.