

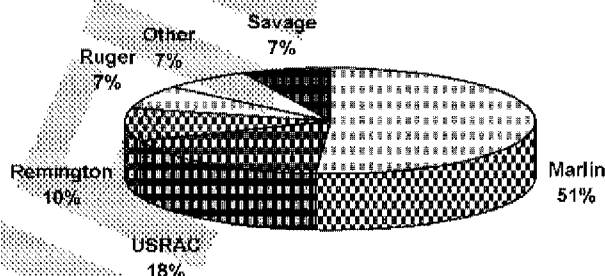
## PUMP AND BOLT ACTION RIMFIRE RIFLES

### ■ Market Share Overview

This market segment is comprised of all manually operated actions including lever actions. Sales estimates and market share for this category follows:

<u>BRAND</u>	<u>UNITS (M)</u>
Remington	10
Ruger	7
Marlin	50
USRAC	18
Savage	7
Other	6
<b>TOTAL</b>	<b>98</b>

**Pump and Bolt Action Rimfire Rifle  
Market Share**



*Marlin is the industry leader in this market segment by a wide margin. Winchester is a significant competitor with almost all its volume coming from the lever action 94-22.*

The stability of this market looks good in the future. While no exceptional growth is expected, there are opportunities to expand sales with differentiated and upgraded products that address niche markets. Our strategy for this market will be