

The Mark I is popular with organizations such as the Boy Scouts and 4-H Club as well as mass merchants because of its promotional price. Selling at \$77 net wholesale, the Mark I price is \$83 less than the Model 581-S.

Savage's top of the line bolt action 22, Model 900 is a series of heavy barrel target rifles. The Model 900 is available in a standard target version as well as Biathlon and Silhouette configurations. These range in net wholesale prices from \$225 to \$324. The basic Model 900 is \$98 less than the Model 541-T HB (after sales programs and discounts).

Remington currently has three entries in the pump and bolt action market. The Model 572 Fieldmaster, (the only domestically manufactured pump action 22), is a high-end pump action 22 caliber rifle featuring a tubular magazine and functions 22 Long Rifle, 22 Long and 22 Short ammunition interchangeably. Sales volume for the Model 572 Fieldmaster has remained fairly constant.

In addition to the Model 572, Remington offers two bolt action 22 rifles. The Model 581-S is the least expensive in the line and features a birch stock, carbon steel barrel and clip magazine. A kit is supplied with the gun to convert it to a single shot. The Model 581-S has an excellent reputation for reliability and accuracy and is the gun of choice for organizations such as the Boy Scouts and 4-H Club. Unfortunately, due to the relatively high price of the Model 581-S, penetration into this market is limited. At \$160 net wholesale, the 581-S is significantly more expensive than competitive products (\$60 over the Marlin's Model 15YN and \$83 over the Savage Mark I).

The Model 541, positioned as a high-end 22 bolt action rifle, features a walnut stock with cut checkering, carbon steel barrel and clip magazine. It is offered with a standard (Model 541-T) and heavy barrel (Model 541-T HB) contours. The Model 541-T and 541-T HB are well accepted in the market and have earned a reputation for superior accuracy. However, with the proliferation of attractively priced competitive products offering options such as laminated stocks, stainless steel barrels and 22 WMR chambering, demand for Model 541-T line has declined significantly in recent years.