

- Market saturation/ Over capacity
- Intensified Competition
- Inventory Carryover at Wholesale
- Price Escalation

A clear picture of the aforementioned M700 sales trends are detailed in the matrix below.

Remington Sales Volume - Bolt Action M700

	1992	1993	1994	1995	1996	<u>Fcst</u> 1997
700	98,937	106,348	111,775	148,775	151,165	120,000
700 Stainless	<u>18,671</u>	<u>21,179</u>	<u>23,896</u>	<u>23,620</u>	<u>37,959</u>	<u>42,000</u>
Total 700	117,608	127,527	135,896	176,193	189,125	162,000
Marts	---	---	---	51.5	38.2	22.5
Non-Marts	---	---	---	124.7	150.9	139,500

The domestic centerfire rifle market is composed of three principal product categories. 1996 volume estimates by product category are as follows:

**1996 Centerfire Rifle Sales Volume
By Product Category¹⁶**

<u>Category</u>	<u>Units (M)</u>
Bolt Action	635
Repeating ¹⁷	414
Single Shot	<u>38</u>
Total	1087

¹⁶Combined analyses of Gunmark Benclux - 1997, P.P.I. Research - 1995, BATF Production 1995 and NSGA Retail Sales Study - 1996.

¹⁷ Includes Autoloading, Pump, and Lever Actions.