

Remington is currently the market share leader in the Centerfire Bolt Action Rifle market. However, this position has been threatened in recent years as a result of aggressive competitive pricing, expanded competitive offerings and a saturation of high end niche markets.

The majority of the centerfire bolt action rifle market is currently serviced by seven major manufacturers. They are Remington, Marlin, USRAC, Browning, Ruger, Savage and Weatherby. Several smaller manufacturers comprise the remainder of this market.

Ruger, the second largest with respect to volume share, has core capabilities in investment casting that is principal in lowering manufacturing costs. As a result, Ruger has developed a reputation for providing an excellent product for the money with the M77 line of bolt action centerfire rifles. The M77 is offered in several configurations including right and left hand versions. All standard M77 rifles feature a three position safety, floor-plate, integral scope rail and scope rings. Configurations range from the standard M77, which features polished blue metal and a cut checkered walnut stock, to a semi-custom M77 Express Rifle. Included in the standard catalog line are a variety of offerings combining laminated and synthetic stocks with carbon and stainless actions. Sporter weight as well as heavy barrel contours are also featured. *The standard M77 line ranges in price from \$338 to \$402 (net wholesale). This is from \$50 to \$75 less than equivalent Remington products (at wholesale after sales programs and discounts).* The M77 Express Rifle features high grade walnut, express sights and is chambered in dangerous game calibers. It is priced comparably to the Model 700 Custom rifles at \$961 wholesale.

Savage competes in this market with a line of economically priced bolt action rifles. Several configurations are offered; all based on the same action design. The combinations of features, options and calibers result in over 230 individual SKU's in the Savage line. Approximately 40% of these are left hand. The Savage line can be broken into three segments; economy priced rifles, mid priced hunting rifles and heavy barrel specialty rifles. The quality and reputation of the Savage brand has improved over the past few years.

The economy priced Savage line includes the Model 110 and Model 111. These guns feature birch or injection molded synthetic stocks combined with carbon steel actions. Both top load and detachable box magazines are available as are youth and left hand versions. Savage has carved out a niche in this segment by