

The Model Seven is a true bolt action carbine based on the Model 700 design. It is available in short action calibers only and features a floor plate magazine. The popularity of the Model Seven line has grown over the past few years as calibers and options have been added. The addition of the new 260 Rem to this line has also increased market attention.

The Model Seven is currently available in three versions: Standard, Youth and Stainless Synthetic. (1), The standard gun, equipped with a walnut stock, cut checkering and a polished blue 18 1/2" barrel, is priced the same as the Model 700 BDL at \$389 (after sales programs and discounts). (2), The Model Seven Youth features the same action as the standard gun with the difference being the Youth is offered with a birch stock and a shorted length of pull. The Model Seven Youth wholesales at \$319 (after sales programs and discounts). (3), The Model Seven SS features a stainless action with a 20" barrel combined with an injection molded stock with floor plate magazine. This rifle is priced the same as the Model 700 BDL SS.

Despite the breadth of Remington's bolt action rifle line, opportunities for growth exist in both new developing markets as well as markets currently void of Remington offerings.

■ Product Strategy - 1998

Model 700

In the early 1990's Remington was the industry leader in left hand product offerings; however, due to efforts to maximize manufacturing efficiencies, several models were discontinued. This action allowed competition to move in and take advantage of the market void. *Remington now has an opportunity to regain some of this lost market by expanding the variety of left handed products in the Model 700 line in 1998. The Model 700 LSS LH that was offered as a 1997 SHOT Show Special will be added to the 1998 catalog.* This rifle features a gray laminated stock and stainless action. In addition to the 700 LSS LH, a left handed Model 700 VS will also be offered three calibers, resulting in a total of seven new cataloged left hand Model 700s for 1998.

As noted earlier, the market for long range rifles has become saturated. *In an effort to rejuvenate market demand for long range rifles, two additional varmint rifle product enhancements are planned for 1998. First, in addition to featuring a new stock, the Model 700 VLS will also feature a wider, beaver-tail style fore-*