

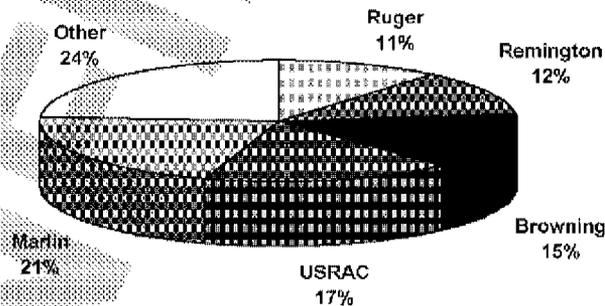
■ **Market Share Overview**

The domestic repeating centerfire rifle market is estimated to be 414M units annually with a retail sales value of \$88-\$103MM.

Sales volumes and market share are estimated for the domestic market as follows:

<u>BRAND</u>	<u>UNITS</u>
Remington	51
USRAC	69
Ruger	45
Marlin	85
Browning	64
Other	100
<b>TOTAL</b>	<b>414</b>

**Centerfire Repeating Rifle Market Share<sup>21</sup> (% Units)**



*Remington has lost over 30% market share in this product category during the last four years.* This situation is principally the result of erosion in product value caused

<sup>21</sup> Combined Analysis of: BATF Data for 1995, SAMMI Factory Shipments - 1996, Herstal Clinvest 1995, Gunmark Benelux - 1996 (Proof House Data) and NSGA Retail Study - 1996.