

The Centerfire Repeating Rifle Market is comprised of three action types; autoloading, pump action and lever action. Remington's four major competitors in this market are Browning, Ruger, Marlin and USRAC. Additionally, an abundance of low priced imports have also been available since the mid 1990's.

Browning is the only manufacturer to offer all three action types. The Browning BAR is a gas operated autoloading rifle that features polished blue metal, walnut stock and fore-end, roll embellished receiver and detachable magazine box. Positioned as a high-end offering, the BAR is available in short action through magnum calibers. Browning's BAR meets markets expectations for quality and reliability however, market intelligence indicate the magnum rifle suffers from poor durability and breaks after a limited number of rounds (due to the extra recoil). The BAR competes directly with the Model 7400 and is wholesale priced \$109 more (after sales programs and discounts). Magnum calibers carry a \$40 premium.

In 1997 Browning introduced the BPR pump action rifle that is built on a modified BAR design and provides the same basic features. With respect to reliability, little is known of this new gun at this time; however, it is expected to be consistent with the Browning line. The BPR competes with the Model 7600 and sells for \$105 more (after sales programs and discounts). Magnum calibers carry a \$39 premium.

The Browning BLR is a lever action rifle that features a detachable box magazine and traditional styling. The magazine design allows the BLR to accommodate most modern calibers and is available from 22-250 Rem to 300 Win Mag. Like Browning's other rifles, the BLR is positioned in the upper-end of this market segment and wholesales for \$389 - \$411 (after sales programs and discounts).

Ruger's family of autoloading rifles, the Mini-14 and Mini Thirty, are built on the same basic action design with the caliber being the major distinguishing feature. The Mini-14 is chambered for the 223 Rem and the Mini Thirty for the 7.62 x 39mm. These rifles are gas operated, feature 18½" barrels, one piece birch stocks and heat shields and are styled after the M1 carbine. Both are available in carbon steel action as well as stainless steel. These rifles wholesale from \$320 to \$358 (after sales programs and discounts).

In addition to these sporting auto loaders, Ruger recently introduced the Ruger Carbine to the law enforcement market. This rifle addresses law