

■ Product Strategies - 1998

Rolling Block Evolution

A high grade limited edition Creedmoor style rolling block rifle was introduced in 1997. Sales vs. Forecast were disappointing because of its high retail price point and its positioning as a "Black Powder Only" cartridge rifle. For 1998, the rolling block will be offered in a lower cost hunting/sporting model in several popular smokeless calibers.

■ Product Strategies - 1999 and Beyond

SR-8

A test project is now underway to produce a modified version of the M700 which will accept the 338 LAPUA cartridge. This cartridge has gained global acceptance as the ultimate long range sniper round. Prospective business opportunities currently rest with the U.S. and Italian governments.

XP100 / XP100R

The re-introduction of these bolt action pistols are planned for next year. The total hunting handgun market is estimated to be 25-30M units per year. It is believed that Remington can obtain 2,500 - 3,000 units of incremental bolt action business by re-introducing XP100 products.

The following projects will receive further review and consideration:

- Specialty lightweight and portable sniper rifles
- H.D. autoloading shotguns
- Hepburn single shot rifles
- Black powder revolvers (new army style)
- Cartridge revolvers (M1890)