

Mossberg

After discontinuing the Model 9200 autoloading shotgun, Mossberg's focus on its pump action business has made it the leading producer of this category of shotgun. Mossberg offers three main models: **1. The Model 835 Ulti-Mag**, which is a 12 gauge only 3 1/2" capable pump gun that is primarily a synthetic camouflage offering, but includes two SKUs of plain synthetic and wood. The softness of the 3 1/2" 12 gauge market has prompted a promotional push from Mossberg in the first quarter of this year. All Ulti-Mags come with ported barrels. **2. The Model 500**, which is an economically priced pump gun that is chambered for 12, 20 and .410 gauge. The Model 500 is offered in 32 SKUs, and comes in wood and synthetic, field and personal defense versions (known as the Persuader/Cruiser). **3. The Model 590** is a special purpose cylinder bore 12 gauge that features a 9 shot magazine capacity. This gun also comes in a double-action only version, and is intended to appeal to the liability-conscious law enforcement market. Mossberg also sells the super low-cost **Maverick** line of pump action shotguns. These are only available in 12 gauge with black synthetic stock and fore-end. In addition Mossberg currently has the shotgun contract with the U.S. Army.

Benelli

A notable exception to these statements has been the introduction of the **Benelli Nova** pump action shotgun in 1999. This gun features synthetic stock and fore-end and a unique polymer-coated receiver that houses their standard rotary lock-up design. Additionally, the Nova has some radically different stock and fore-end geometry that makes the gun instantly identifiable as a Benelli product. This new gun has been an almost immediate success, giving Benelli more than an 11% share in pump action shotguns in less than 2 years. However, field reports indicate that the gun's weakness may be fragility in its fire control assembly and in the action bar/fore-end assembly.

Net wholesale pricing information for the major pump action shotguns is as follows:

Manufacturer	Model	Net Wsle Price (After FET)
Mossberg	835 Ulti-Mag	\$208-\$322
Mossberg	500	\$167-\$247
Mossberg	590 SP	\$221-\$346
Mossberg	Maverick	\$122-\$144
Benelli	Nova	\$292-\$413
Remington	870 Wingmaster	\$342-\$390
Remington	870 Special Purpose	\$328-\$349
Remington	870 Express	\$196-\$296