

Model 504 Bolt-Action Rimfire – Development is currently underway for a new bolt-action rimfire from the Remington Arms Co. Slated to fill the void in the current pricing gap between the Mid Priced and High Priced bolt-action rimfires, the Model 504 is designed and positioned as a premier platform. Capitalizing on Remington’s core competency in building exceptional performance for the relative price paid in bolt-action rifles, the Model 504 will boast many of the same features found on higher priced platforms. The Model 504 will initially be offered in .22 Long Rifle, with .22 Magnum and .17 Hornady Magnum Rimfire offerings to follow in 2005. Key product features are:

- All steel receiver with rear lock up, bedded by two take-down screws
- 20” button rifled barrel (.22LR features 5-R rifling)
- Product specific fire control, fully adjustable by gunsmith
- Dual extractors
- Satin finish walnut stock with high grade grip cap medallion and laser cut checkering
- Platform is expandable up to the .221 Remington Fireball centerfire cartridge, but will require a longer receiver (similar to centerfire short action vs. long action principle).

Model	Caliber	MSP	Cost	NSP	Margin (After FET)	Inst. Yr. Test
504	.22LR	\$ 529.00	\$ 280.00	\$ 472.80	31%	7500
504	.22WMR	\$ 549.00	\$ 280.00	\$ 490.67	33%	1000
504	.17HMR	\$ 549.00	\$ 280.00	\$ 490.67	33%	1500

Product Strategy – 2005 & Beyond

Mohawk 22 Bolt Action Rimfire Rifle – 2002 Point of Sale data at Wal Mart alone show over 36M units of \$99 retail bolt-action rimfire rifles sold. Of that figure, nearly one third of the sales were youth sized products. An additional 30M units were sold at a retail price point between \$150 and \$200. The challenge for Remington has been, and is likely to continue to be the inability to manufacture a product that can be sold at wholesale to hit a sub \$150 retail price point. Remington needs to pursue a low-cost, no-frills bolt-action rimfire rifle that can be marketed under the Remington brand or co-branded with the Remington brand (i.e. Mohawk by Remington). With the strength of the Remington brand, an annual volume of 15M – 20M units is easily attainable. Although this product will be a “no-frills” product, a prerequisite for consideration must be that the product functions reliably. There are many sources of a low-cost product that though they are low-cost, they are not “junk.” This is paramount to any product bearing the Remington brand. The product should be a two tier platform with a \$129