

in most firearms does offer some benefit with respect to corrosion resistance over standard carbon steel, corrosion proof it is not. By developing a polymer impregnated electroless nickel type coating that maintains the popular "stainless" look, Remington will have a tangible, marketable feature that can be touted over the competition. It is the intention of Marketing to add this feature to premium BDL SS, LSS, and Mountain LSS models to truly bring the models to a true all-weather, all condition state.

- **Model 700 SP (Special Purpose) Line** – While the current ADL synthetic line has proven to be a popular and profitable category for Remington, competitive pressures and market driven expectations will soon leave the current ADL synthetic line in a truly non-competitive state. The Weatherby Vanguard, Tikka T3, Ruger M77 and Winchester M70 Super Shadow all feature enhancements that the ADL Synthetic does not have. Intentions are to phase out the current ADL Synthetic line in 2005 and replace it with the new Model 700 SP and Model 700 SPS line in 2005. These models will feature a scaled-down (no overmolded panels) version of the redesigned stock, along with a hinged floorplate magazine and R3 recoil pad. The Model 700 SP will feature a satin blued carbon steel barreled action with a clean barrel. The Model 700 SPS line will feature a non-coated 416 stainless steel clean barreled action.

Model	MSP	NSP	1 <sup>st</sup> Yr. Volume
Model 700 SP (Special Purpose)	\$395	\$353	35000 units
Model 700 SPS (Special Purpose Stainless)	\$455	\$415	30000 units

- **Model 700 Classic** – 2005 will mark the 25<sup>th</sup> anniversary of the Limited Edition classic and will likely be noted by a tasteful encription on the floorplate or a medallion in the stock. Caliber offerings for a longer term view are:
  - 2005 – 6.5 Rem Mag
  - 2006 – .35 Remington (100<sup>th</sup> Anniversary of this cartridge)
  - 2007 – 300 Remington Ultra Mag
  - 2008 – 416 Remington

**Production/Quality Control** – Focus must be maintained on the part of manufacturing on monitoring and insuring the quality and integrity of the Model 700 brand. Emphasis must be placed on consistency and standardization within manufacturing processes. Focus should also be placed on cost reducing measures which improve margins, but do not detract from the perceived quality of the product.

**Pricing Considerations** – Pricing will be reviewed annually in order to determine the most effective pricing strategy from year to year. Market dynamics and conditions are constantly changing, making meaningful forecasting models for pricing marginally