

- Logical expansion of the Model 1100 Classic Field category means a lightweight 20 gauge offering. This Model 1100 will have a 26" barrel, polished blue steel, high gloss wood and feature the classic white diamond grip cap, white line spacers, one-piece butt plate and inclusion of the "Classic Field" roll mark.

Model	MSP	NSP	1 st Year Volume	Margin
1100 20 ga Classic Field	\$574	\$513	2000	39%

- **Model 11-87:** Building on the highly successful introduction of 2003's 12 gauge Model 1187 Premier featuring a tribute to Dale Earnhardt, Sr., a 20 gauge version will be offered in 2004. This gun will be the second in a 4-year collectible series of guns honoring Dale. Like the 12 gauge gun, the 20 gauge version will offer polished blue metal, high gloss walnut stock and fore-end, and high-definition, tributary embellishments with 24-kt gold accents including Earnhardt's portrait and signature. As a gesture of respect, a portion of the proceeds will be donated to the Dale Earnhardt Foundation, Inc.

Model	MSP	NSP	1 st Year Volume	Margin
11-87 20 ga Dale Earnhardt	\$729	\$651	2000	32%

- **Redesigned 11-87 Super Magnum:** The overall quality problems with the 11-87 Super Magnum have had negative repercussions with respect to sales, to the point of affecting the perception of the 3", or "regular" 11-87. Orders for 11-87 Super Magnums in 2000 were over 21,000 units. Since that time, continuous functional and quality problems have eroded that order position to just above 5,000 units spread over a total of 8 versions in 2003. The engineering evaluation of the gun's basic design is that it is only marginally up to the task of handling 2 3/4" to 3 1/2" 12 gauge shells interchangeably as originally specified. This evaluation further states that the flaws are in the basic design and the requirement to shoot 2 3/4" to 3 1/2" 12 gauge shells is stretching the design limits of the current gun.

The assignment therefore for Ilion Engineering in 2003-2004 is to start over and redesign the gun to achieve the originally specified functionality and reliability. Exiting the 3 1/4" autoloader category would leave Remington with nothing to fill the void and would give share directly to the competition. This is clearly an unacceptable alternative.

Pricing Considerations - Due to the competitive pressure mentioned above, there are no planned price increases for the autoloading shotgun line in 2004.

Product Deletions - A comprehensive list of product deletions is included in Appendix A.