

As stated earlier, Remington also offers the Model 552 Speedmaster autoloading rimfire rifle. Equipped with a tubular magazine, the 552 Speedmaster is the only domestic autoloading rimfire rifle capable of shooting .22LR, .22 Long, and .22 Short ammunition. The Model 552 Speedmaster features a polished blued finish and high-gloss walnut stock and fore end with cut checkering.

Wholesale Pricing Comparison Autoloading Rimfire Rifles

Manufacturer	Model	Net Wholesale Price
Ruger	10/22	\$139 - \$174
Ruger	10/22 Magnum	\$290
Marlin	Model 60	\$99 - \$160
Marlin	Model 60 Scoped	\$104 - \$135
Marlin	Model 795 Carbon	\$95
Marlin	Model 795 SS	\$127
Savage	Model 64	\$92
Savage	Model 64 SSHB	\$155
Savage	Model 64 Scoped	\$95 - \$103
Remington	Model 597 Syn	\$116
Remington	Model 597 SS	\$153
Remington	Model 597 LSS	\$191
Remington	Model 597 HB	\$186
Remington	Model 597 Mag 22WMR	\$229
Remington	Model 597 Mag 17HMR	\$247
Remington	Model 597 Mag HB	\$282

S.W.O.T. Analysis – Model 597 Autoloading Rimfire Rifles

Strengths

- Button rifled barrel produces an inheritably accurate product
- Widely available through a broad range of distribution
- State-of-the-art manufacturing facility produces a consistent product
- Newly introduced 17HMR offering created a halo effect renewing interest in the product family as a whole.