

### **Remington Autoloaders – Weaknesses**

- The weight of the all-steel Remington makes it the heaviest auto in its class. This is a problem for youth shooters, women, or anyone who carries it all day.
- Remington autos, particularly the 11-87, are perceived to have a less than desirable balance. The barrel contour on the magnum-chambered guns tends to make them heavier towards the muzzle than the competition, and more difficult to swing on target.
- The Remington action and feeding design, although state of the art in its day is an overly complex system relative to today's standards. This is a problem from a reliability standpoint, as more parts generally means that more can go wrong.
- Cleaning and Maintenance. The design of the gas system is not "self cleaning". The fouling that occurs on the outside of the magazine tube requires frequent cleaning or the gun may begin to malfunction. This is not perceived to be a shooter-friendly trait.
- The receiver markings and embellishments that are currently used are dated and not perceived as high quality.
- Remington wood fore-ends have a reputation as easy to crack or break.
- The 11-87 Super Magnum is widely perceived to have shortfalls in reliability and has experienced a decline in sales since its introduction that exceeds the norm.

### **Remington Autoloaders – Opportunities**

- **1100/1187 Premier:** Immediate opportunities exist to improve the cosmetics of Remington autoloading shotguns. Simple changes that enhance the visual appeal of these guns will be pursued including embellishment changes, etc.
- A redesign for greater simplicity will be explored. This can benefit the category by reducing part count, thereby improving reliability and reducing unit cost.
- Longer term a new autoloading shotgun design is needed.

### **Remington Autoloaders – Threats**

- The most serious threats to the current Remington autoloading line are the Beretta AL391, the Benelli Montefeltro/Super 90/Super Black Eagle, and the Browning Gold/Winchester SX2. The Beretta and Benelli guns are stand-alone products, while the Winchester SX2 is a virtual clone of the Browning Gold. All of these autoloaders come in 12 and 20 gauge. The Beretta and Browning/Winchester guns are gas operated 2-3/4" and 3" capable, while the Benelli guns are inertia operated. It appears that overall the 12 gauge 3 1/2" market is slowing down, as major manufacturers are opting to chamber their new offerings in 2-3/4" and 3" for their 12 gauge product lines. Furthermore, the introduction of Hevi-Shot high