

- Concerted focus on consistency and quality in manufacturing to insure that product entering the market place meets customer expectations and continues to set the standard for bolt-action centerfire rifles.
- Revitalizing the current product line through cosmetic improvements.
- The incorporation of new materials and technologies that provide competitive advantage in the market.
- Efforts in manufacturing to improve efficiencies and reduce costs while maintaining the highest level of quality.
- Improved predictability and accuracy in order fulfillment through line item effectiveness

**Model 700 CDL (Classic Deluxe)** – One common thread of feed back that has been received from the firearms trade is that the current Model 700 BDL is dated in its styling. Consumers appear to be trending away from the high gloss wood stock rifles and are looking for more subtle finish techniques. Satin finish stocks and low luster, but high grade metal finishes appear to be the current trend. In response to these changes in consumer tastes, Remington will for 2004, introduce the Model 700 CDL (Classic Deluxe) featuring a satin finished walnut stock with black fore end tip and grip cap and glass bead finish barreled action with no iron sights. Barrel lengths will be 24" for standard calibers and 26" for magnum calibers.

Model	NSP	NSP	1 <sup>st</sup> Yr. Volume
Model 700 CDL 243 Win	\$512	\$467	1250 units
Model 700 CDL 7mm-08 Rem	\$512	\$467	1000 units
Model 700 CDL 270 Win	\$512	\$467	1500 units
Model 700 CDL 30-06	\$512	\$467	2500 units
Model 700 CDL 7mm Rem Mag	\$532	\$485	1000 units
Model 700 CDL 300 Win Mag	\$532	\$485	1000 units
Model 700 CDL 7mm RUM	\$542	\$494	500 units
Model 700 CDL 300 RUM	\$542	\$494	500 units

**Model 700 Titanium Magnum** – A logical expansion of the new Remington SA Ultra Mag cartridges is to extend them into chamberings in the Model 700 Titanium. This strategy provides the hunter with magnum performance in the ultimate light carry rifle platform. The challenge to date is a means to deliver magnum performance in the Model 700 Titanium without creating a weight penalty by adding a heavy mountain contour barrel. The Model 700 Titanium as currently configured utilizes a slim, mountain contour stainless steel barrel. The present design is not suited to withstand the pressures created by a magnum round. Work is currently underway to qualify a new high strength stainless steel alloy that will safely handle magnum pressures while maintaining the slim, mountain contour barrel profile. This level of performance is