

effective at best. Pricing strategies will likely continue to be driven by necessity and opportunistic events and conditions.

Product Strategy 2004 – Model Seven

- **Model Seven Stainless** – For 2004, the Model Seven SS line will feature a newly designed synthetic stock equipped with a R3 recoil pad. Product sku's will remain unchanged. The new stock design features many of the concepts to be applied to the Model 700 stock redesign program. While there are no overmolded rubber grip inserts, the new Model Seven stock design features some unique design and texturing in the grip and fore end areas.
- **Model Seven Youth Synthetic** – Designed in conjunction with the stock redesign plan discussed above, the current Model Seven Youth rifle with birch stock will be replaced in 2004 with a synthetic stocked version. Unlike other Remington youth synthetic stocks, the Model Seven stock tool was designed to take 1" LOP out behind the grip area rather than off the butt stock end. The result is that the new youth stock will accept the R3 recoil pad, a feature that has been sought after in the Remington youth line. Of significant note, this line change will result in approximately \$16-\$18 margin improvement as a result of the savings from eliminating the costly birch stock and replacing it with an \$8 - \$10 synthetic stock.

Model	MSP	NSP	1st Yr. Volume
Model Seven YTH SYN .223 Rem	\$410	\$374	500
Model Seven YTH SYN .243 Wip	\$410	\$374	2000
Model Seven YTH SYN .260 Rem	\$410	\$374	500
Model Seven YTH SYN 7mm-08	\$410	\$374	1750

Production/Quality Considerations – The same principles that apply to the Model 700 also apply to the Model Seven. See topic description above.

Pricing Considerations - The same principles that apply to the Model 700 also apply to the Model Seven. See topic description above. No price increase is recommended for the Model Seven line in 2004.

Product Deletions – See Appendix A for a comprehensive listing of product deletions.

Product Strategy 2004 & Beyond – Model Seven

The same product strategy applied to the Model 700 will apply to the Model Seven. The product category will be managed to maintain margins and volume through