

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 performance shotgun ammunition makes the need for 3 1/2" 12 gauge guns even less of a growth category.
- All of these competitive guns are generally considered high quality and high performance by the market place. Remington's testing of competitive offerings reveals that while these guns are not flawless performers, they do tend to outperform Remington autoloaders across the range of ammunition that's loosely termed "light target loads to 3" heavy magnums".

Autoloading Shotgun Product Strategy – Overview

Remington's strategy to regain a dominant position in the auto shotgun category will have three parts:

1. Build demand for the existing autoloading line by redesigning it for greater reliability/lower cost and improving its aesthetic appeal.
2. Expand the offering of customer specials and the targeting of under-emphasized or untapped markets such as niche-competition and collector markets.
3. By far the most important strategic initiative is the effort to design a revolutionary new gas autoloader that outperforms the competition at a competitive price.