

Introduction of such a product, coupled with a strong marketing and advertising plan, can place Remington back on top of the autoloading shotgun market.

Autoloading Shotgun Product Strategy – 2004

In support of the strategic vision mentioned above, new autoloading shotgun product for 2004 will include the following:

- **Model 1100:** A 20 gauge version of 2003's successful 12 gauge Tournament Skeet will be offered. Research with the National Skeet Shooting Association indicates that the segment of shooters who use 20 gauge guns is growing, and is in fact now the majority. Like the 12 gauge version, the 20 gauge version will feature a 26" barrel, polished blue metal, gloss finish "B" grade wood, and the "Tournament Skeet" roll mark. Positioning strategy is as follows:

Model	MSP	NSP	1 st Year Volume	Margin
1100 20 ga. Tournament Skeet	\$651	\$582	1000	35%

- Logical expansion of the Model 1100 Classic Field category means a lightweight 20 gauge offering. This Model 1100 will have a 26" barrel, polished blue steel, high gloss wood and feature the classic white diamond grip cap, white line spacers, one-piece butt plate and inclusion of the "Classic Field" roll mark.

Model	MSP	NSP	1 st Year Volume	Margin
1100 20 ga Classic Field	\$574	\$513	2000	39%

- **Model 11-87:** Building on the highly successful introduction of 2003's 12 gauge Model 1187 Premier featuring a tribute to Dale Earnhardt, Sr., a 20 gauge version will be offered in 2004. This gun will be the second in a 4-year collectible series of guns honoring Dale. Like the 12 gauge gun, the 20 gauge version will offer polished blue metal, high gloss walnut stock and fore-end, and high-definition, tributary embellishments with 24 kt gold accents including Earnhardt's portrait and signature. As a gesture of respect, a portion of the proceeds will be donated to the Dale Earnhardt Foundation, Inc.

Model	MSP	NSP	1 st Year Volume	Margin
11-87 20 ga Dale Earnhardt	\$729	\$651	2000	32%