

the Model 332 heritage of understated, elegant embellishments. Having a field grade *and* a high grade gun is an important part of legitimizing the O/U line.

- In addition, a target grade Model 332 will be explored for the Sporting Clays shooter. This gun should have a redesigned stock with straighter comb, a more pronounced sweep to the grip, and a semi-beavertail fore-end. Porting, back-boring and lengthened forcing cones will be available as well.
- Now that the current O/U has become more cost-effective, the next best way to validate the Model 332 in the marketplace is to introduce a 16/20 gauge version with a smaller, lightweight frame and low overall weight. Today's upland game hunter demands the option of a small frame O/U, and 20 gauge is the most popular of the small frame O/U shotguns. Remington R&D in Elizabethtown KY has already begun the design process around the 16/20 gauge Model 332. Completion of this design work will take place for a 2005 introduction of this product.
- Market share goals for the Model 332 (% of total domestic units) are:
  - 2004 – 2%
  - 2005 – 6%
  - 2006 – 10%
  - 2007 – 14%

## BREAK ACTION SHOTGUNS – SINGLE SHOT

The domestic single shot shotgun market is estimated to be 220-240M units annually with a retail sales value of \$20-25MM.

Volumes and market share as averaged domestically for the last three years are:

<u>BRAND</u>	<u>UNITS (M)</u>
H&R/NEF	173
Browning	5
Other	54
TOTAL	232