

Extra Shotgun Barrel Product Strategy

- **2004-2005:** Extra barrel strategy for the near term will include the addition of:
 - 16 gauge slug barrels for the Model 870 Wingmaster and Express.
 - 12 gauge 870 Express barrel in 30" length. This will be the first 30" barrel available for this category, and is a direct response to numerous requests from the trade.
 - 28 gauge 1100 barrel in 27" length. This is also a response to long term comments that the current barrel is too short at 25" and would appeal more to target shooters at 27".
 - 20 gauge Model 870 and Model 11-87 barrels in fully rifled cantilever versions.
- **2005-2007:** Long term, the strategic direction will be closely tied to the introduction of the Model 2100 New Gas Autoloader. Its design will allow for replacement barrels that are fully rifled and have provisions for scope mounts and rifle sights.
- **2006:** New rifling technologies will be explored that have performance improvement potential. Polygonal and microgroove rifling will be evaluated for greater accuracy enhancement. This can be incorporated into existing 870, 1100 and 11-87 barrels to drive incremental sales.

New extra shotgun barrels for 2003-2004 are as follows:

2003-2004 XBL Model	MSP	Net Selling Price	1st Year Volume	Margin
870 Wing 16/20 Deer RS	\$142	\$103	1000	30%
870 EXP 16/20 Deer RS	\$101	\$73	1000	37%
1100 28/27 VT RC	\$191	\$152	1000	43%
870 20/18.5 FR CL	\$228	\$181	2000	60%
870 EXP 12/30 VT RC	\$134	\$106	3000	58%