

CENTERFIRE RIFLE MARKET SUMMARY

Market estimates placed the 2002 U.S. total market for centerfire rifles at 960M units.⁷ Given an average retail price of \$350 per unit, this places the market value at \$336MM.

SAAMI's 2002 report of factory shipments shows little change in factory shipments over 2001 levels. It should be noted however that the SAAMI data is not a comprehensive view of the total market as it does not include figures from some key players such as Marlin Firearms. **Remington Arms Company showed an 8% increase in centerfire rifles shipments in 2002 over 2001 figures.** This increase was attributed primarily to continued strength of the Model 710 bolt-action rifle, produced in the Mayfield Kentucky factory. **Model 710 shipments in 2002 were up 25% over 2001 levels.** 2003 order positions for the Model 710, although still strong, appear that they will plateau at 2002 levels.

Market momentum has slowed for 2003 across the entire centerfire rifle category. Order positions exceeding plant capacity have are no longer a luxury. Special make items have helped fill some of the void. **To date, special make ups in the centerfire rifle category account for 15M-20M units or \$6.75MM.**

The centerfire rifle segment is essentially composed of three product categories. 2002 volume estimates by category are as follows:

<u>Category</u>	<u>Units (M)</u>
Bolt Action	560
Repeating ⁸	361
Single Shot	42
Total	963

⁷ Combined analysis of BATF production figures, SAAMI Industry Shipments Report, NSGA retail sales study and Remington Sales Distribution analysis

⁸ Includes Autoloading, Pump & Lever Action