

incremental improvement intended to reduce cost and/or improve the brand's perception in the market.

Pricing strategies will follow closely the strategies applied to the Model 700. Price increases will be based on opportunistic potential and/or necessity to maintain profitability.

### **Product Strategy 2004– Model 673 Guide Rifle**

- **Model 673 Guide Rifle** – For 2004, the Model 673 line will be expanded to include another classic caliber reintroduction, the 6.5 Rem Mag and the .308 Winchester chambering.

<b>Model</b>	<b>MSP</b>	<b>NSP</b>	<b>1<sup>st</sup> Yr. Volume</b>
Model 673 Guide Rifle 6.5 Rem Mag	\$619	\$565	3000 units
Model 673 Guide Rifle .308 RSAUM	\$619	\$565	1000 units

### **Product Strategy 2005 & Beyond – Other Product Opportunities**

**New Centerfire Bolt-Action Rifle (C-BAR)** – While the Model 700/Seven categories are still enjoying healthy volumes and profit margins, both products are relatively mature in their life-cycle. The Model 700 will certainly continue to occupy and drive a significant portion of the future of the Remington Arms Company. However, Remington must be proactive and look to new technologies, materials, and manufacturing methods to design and implement a new product family that is cutting edge from an accuracy and performance perspective and more cost effective to manufacture than current products. As the next generation of premium centerfire bolt-action rifles, the C-BAR's design should take the following into consideration:

- Accuracy capability that is unprecedented in a production grade bolt-action centerfire rifle through production methods that result in product consistency and predictability.
- Crisp fire control that sets the standard for the industry in performance, reliability and safety, especially in response to the new Savage Arms Accutrigger design.
- Utilization of state of the art materials that yield unprecedented strength, yet allow for a lighter weight product.
- Use of high performance recoil reduction technology.