

- All of these competitive guns are generally considered high quality and high performance by the market place. Remington's testing of competitive offerings reveals that while these guns are not flawless performers, they do tend to outperform Remington autoloaders across the range of ammunition that's loosely termed "light target loads to 3" heavy magnums".

### **Autoloading Shotgun Product Strategy – Overview**

Remington's strategy to regain a dominant position in the auto shotgun category will have three parts:

1. Build demand for the existing autoloading line by redesigning it for greater reliability/lower cost and improving its aesthetic appeal.
2. Expand the offering of customer specials and the targeting of under-emphasized or untapped markets such as niche-competition and collector markets.
3. By far the most important strategic initiative is the effort to design a revolutionary new gas autoloader that outperforms the competition at a competitive price. 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 – 2003**

In support of the strategic vision mentioned above, new autoloading shotgun product for 2003 will include the following:

- **Model 1100:** Two versions of the Model 1100 in 16 gauge. The first will be a premium version with polished/blued metal, fine line roll mark/embellishments, satin finish walnut stock and fore-end, and will be called the "Classic Field". The second will be a matte finish version with synthetic stock and fore end. Recent experience with the Model 870 16 gauge orders dictates inclusion of both versions. Positioning strategy is as follows:

Model	MSP	NSP	1 <sup>st</sup> Year Volume	Margin
1100 16 ga. Classic Field	\$574	\$453	2000	31%
1100 16 ga. Synthetic	\$412	\$325	3000	36%

- A 12 gauge Model 1100 chambered for 2-3/4" and 3" magnum loads will be offered. Design work to make this modification is complete. This product will likely be marketed on an exclusive basis to a large chain account like Wal Mart or marketed on a non-catalog basis.