

## Remington

Remington's mainstay in the autoloading rimfire rifle market is the Model 597 family. Available in four .22LR and three .22WMR sku's, the Model 597 family constitutes over 95% of Remington's sales volume in the category. .22LR versions feature a 10-shot detachable magazine box while the .22WMR versions come equipped with an 8-shot magazine box. All Model 597 rifles are drilled and tapped for scope mounts, and are designed with a "last-shot hold open" feature which leaves the action in an open position after the final shot is fired.

Model 597 – The base 597 is chambered for 22LR and features a gray synthetic stock with a blued action with iron sights. This configuration of the Model 597 constitutes 70% of all sales within the product family.

Model 597SS – Chambered for 22LR only the 597 SS is equipped with a stainless steel action with iron sights and the standard gray synthetic stock

Model 597 LSS – The 597 LSS features a brown laminate stock with stainless steel action and iron sights. Chambered for .22LR.

Model 597 HB – Featuring a brown laminate stock similar to that of the 597 LSS, the 597 HB is equipped with a heavy target contour clean barrel. Chambered for .22LR and .22WMR.

Model 597 Magnum – Identical to the base Model 597 .22LR, only chambered for .22 WMR.

Model 597 Magnum LS – The Model 597 Magnum LS features a gray laminate stock and blued action with iron sights. Chambered for .22WMR.

Initial versions of the 597 received a mixed reception due to early issues with malfunctions in feeding, a plastic magazine box and excessively heavy trigger pull. Over the course of its life, the 597 has evolved to feature a metal magazine, a newly designed ejector to virtually eliminate jamming issues and manufacturing methods have been refined to improve the trigger.

However, the Model 597 has yet to reach its anticipated potential in the marketplace. Priced in between the Marlin Model 60 and the Ruger 10/22, the Model 597 has difficulty in providing obvious product differentiation to draw the Model 60 prospective buyer up on the price scale. In addition, the Model 597 is relatively close in price to the perceived standard Model 10/22, providing easy rationalization for the undecided consumer to choose the category standard Ruger. Due to the low margin position of the Model 597, Remington must find ways to deliver distinct product differentiation to the shooting public while adding profitability to the line.