

Autoloading Shotgun Product Strategy – 2004 and Beyond

Looking beyond 2003, the long term development strategy for autoloading shotguns will be two-fold:

1. **Model 2100, New Gas Autoloader:** Remington will introduce a new gas-operated autoloading shotgun with features and benefits that will lead the autoloading industry for the foreseeable future. This revolutionary new gun will be positioned as a premium-end product that is near the Beretta 391 in price (Average net wholesale price after FET of \$680). For 2005, only two versions will be offered, a 26" barrel and 28" barrel. These two offerings will be wood stock and fore-end only for first year introduction. It will initially be 12 gauge, 2-3/4" to 3" capable. The desired design goals are:

- Make this the lightest weight autoloader on the market through the use of high tech materials/metallurgy and utilizing modern manufacturing principles. In conjunction with the weight objective, the gun must balance "between the hands".
- Despite the light weight, the new gun will need to use technological advances and innovative design to tame recoil to a higher degree than has ever been done before. The net effect will be a dramatically softer-recoiling shotgun.
- A new action system will be designed that eliminates whole categories of malfunction while maintaining the highest safety standards in the industry.
- The new gun will have ergonomic and handling characteristics that are second to none. It will fit better, point better, balance better, and perform better than anything Remington has done in the past.
- This new autoloader must be much more robust and wear-resistant than anything currently offered. A compensating device will be part of the action design that mitigates fatigue on the gun.
- Marketing surveys and case studies will be done before the design is complete to capture the most important features that the gun will need to be successful.

Model	MSP	NSP	1 st Year Volume	Margin
Model 2100, New Gas Auto	\$699	\$551	10000	45%

Second year volumes are forecast at 15M units, third year forecast is 20M units.