

Rimfire Ads by Brand	
Remington	\$0.02
Savage	\$0.01
Ruger	\$0.30
Marlin	\$0.50

2001 Domestic Rifle Distribution	
Others	15%
Specialty Sports Shops	17%
Mass Merchants	21%
Sporting Goods	47%

2001 Remington Rimfire Retail Dist	
Chains	34%
Dealers	20%
International	3%
Mass Merchants	43%

2001 Auto Rim Brand share	
Other	3%
Browning	1%
Savage	9%
Remington	11%
Marlin	34%
Ruger	41%

2001 Manual Action RF Brand Share	
Remington	0.5%
Marlin	27.0%
Savage	20.6%
Henry	19.1%
Other	16.2%
Ruger	12.3%
Winchester	4.4%

2001 Advertising for CF	
Savage	\$0.2
Browning	\$0.2
Weatherby	\$0.3
Remington	\$0.4
Winchester	\$0.4
Marlin	\$0.5
Ruger	\$1.1