

Remington Product Proposal

Date: 05/16/04

PP# 2005-14

Page 2

Brief Description: Model 700 XCR (eXtreme Conditions Rifle)

Market Overview: This will be the Halo product for the Model 700 catalog line to compete with the Sako 75 and the Winchester M70 Ultimate shadow both with overmolded stocks and premium price tags.

Volumes	SKU Description	National Accounts	Domestic Agencies	Int'l	Canada	Law Enf.	1st Yr Total
	27165 270 Win		1250				1250
	27167 30-06		1250			0	1250
	27169 7mm Rem Mag		1300				1300
	27171 300 Win Mag		1250				1250
	27173 270 WSM		1250				1250
	27175 300 WSM		1000				1000
	27177 338 Win Mag	Seasonal	300				300
	27191 375 H&H	Seasonal	300				300
	27179 7mm RUM	Seasonal	500				500
	27181 300 RUM		1000				1000
	27183 338 RUM	Seasonal	300				300
	27193 375 RUM	Seasonal	300				300
							0
		0	10000	0	0	0	10000

Unit Pricing	MSP	Invoice	FET	RemCash	cost	\$Margin	%Margin
SA/LA	630	\$ 563	\$ 58	\$ 507	255	\$ 252	50%
Magnum	650	\$ 581	\$ 58	\$ 523	255	\$ 268	51%
Ultra Mag	660	\$ 590	\$ 59	\$ 531	255	\$ 276	52%

Submitted By J. Trull

Revisions: Original