

REMINGTON ARMS COMPANY, INC.

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Bridgeport, Connecticut
January 11, 1973

TO: Operations Committee, Firearms and Traps

FROM: T. J. Sharpe

IMPROVED 540X, JUNIOR 540X, 40XB STANDARD
POSITION RIMFIRE AND 40XB ARMY NATIONAL
MATCH CENTERFIRE RIFLES

In the spring of 1969, prototypes of the 40XB Standard Position Rimfire Rifle and the then 40XB Army Centerfire Rifle were designed and produced by Ilion Research for trial by the U.S. Army Marksmanship Training Unit at Fort Benning, Georgia. At that late date in preparations for the 1970 World Championships, there were several modifications that would have required too much time to pursue. Also, there was the requirement that the rifles be a commercial catalog item at the time of the championships. However, the rifle development program has been pursued in an orderly fashion.

The development of the Improved 540X and a Junior Model of the same rifle commenced in late 1970 and was extensively field tested in late 1971 and 1972. The models were enthusiastically received by the Acorn Junior Rifle Club, Alexandria, Virginia, the National Junior Rifle Individual and Team Champions for the past three years. They also were very complimentary of the new 40XB design.

All four subject rifles were displayed at Camp Perry, Ohio, during the National Rifle Matches of 1972. The final designs have incorporated the most desirable and feasible features. The changes have been limited to minimum modifications to present components. The only major change is to the stock assembly.

At present, our major competitors are Savage-Anschutz in the r.m.-fire rifles and the Winchester M70 in the 7.62mm centerfire rifle. It is believed that the major market is in the rimfire gallery line. Including rifle clubs, competitive leagues, juniors, and

first time smallbore indoor qualifications, the National Rifle Association estimated over 200,000 individuals participate. The largest group are the juniors and high school and college students.

The Improved 540X is intended to compete with the Anschutz M64, priced at \$104.95. The Junior 540X fills the void of an excellent target rifle, with the stock designed so that it can be extended to fit anyone into adulthood. It has been tried on 10 and 11 year olds.

The M40XB Standard Position Rifle is designed and priced to compete more than favorably with the Anschutz 1407 Match 54 priced at \$225.00. The Anschutz 1407 is a very popular rifle with the better gallery shooters, the outdoor position shooters and the shooters interested in berths on the International teams.

The 40XB Army National Match Course Rifle, in 7.62mm caliber, has the features that should outsell the Winchester M70, priced \$399.95 in 1972. The main complaint against the M70 is the length of the bolt throw, it is an action designed for the 30-06.

The proposed line should place Remington in its most favorable target rifle position since the late 1950s. All models should be profitable.


TJS/bta