

BOLT ACTION RIFLE QUESTIONNAIRE

7mm-08 Cal. Serial # B6226232

1. What do you like about the new bolt action rifle?

(a) Short bolt/action (d) 700 Trigger / hinged floorplate
(b) Position of safety (e)
(c) Stock design (Classic) + studs

2. What do you dislike about this new gun?

(a) Although the floorplate release is easier to use,
it is cumbersome when removing the stock.
(b) Can't open bolt with safety "on." + it's noisy.
(c) Finish makes the rifle appear "cheap."

3. How would you improve the consumer acceptance of this bolt action rifle?

(a) Put a fancier pressed checkering pattern
on it, similar to 7400. (b) Turn the barrel
down some more (lighter wt) (c) Use RK-60 and
American walnut. Check the bottom of fore-end.

4. In terms of overall quality, how does this new gun compare to other center fire rifles in Remington's line?

Far above the 788 but ~~below~~ below
than the 700 "Classic." Wood grain not
filled in (orainv).

5. Given a \$210 suggested retail price for the M/788, a \$298 price for the M/700 ADL and a \$358 price for the M/700 BDL, where do you think the new gun would fit in our line from a price standpoint?

At a: \$275 With walnut & pressed checkering: \$325

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