

BOLT ACTION RIFLE QUESTIONNAIRE

7mm-08 Cal. Serial # 36226270

1. What do you like about the new bolt action rifle?  
Action, swept 700-type bolt handle, 18 $\frac{1}{2}$ " barrel.  
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2. What do you dislike about this new gun?  
Stock finish, type of wood, sparse checkering on fore-end,  
trigger guard and floor plate.  
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3. How would you improve the consumer acceptance of this bolt action rifle?  
Walnut stock, improved fore-end checkering as classic or  
BDL, 700 BDL trigger guard.  
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4. In terms of overall quality, how does this new gun compare to other center fire rifles in Remington's line?  
Only slightly above 788; not up to 700 standards. Almost  
a "788 BDL" in present configuration.  
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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?  
\$250 to \$260.00 due to "788 BDL" remarks above.  
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