

15. How should we advertise the rifle you tested?

Quality, strength, low cost, accuracy--these
should be included in advertising

16. What does the word "carbine" mean to you?

Carbine means a short light-weight gun.

17. Assuming the new gun was introduced in 1980 in .222, .22-250, .243, 6mm, .308 and 7mm-08 at a retail price \$20 below the M/700 ADL, what impact would it have on other Remington center fire rifles?

This model, with prices indicated above, would take
sales from our 700 ADL

Respondent's Name: EDWARD J. CONROY