

REMINGTON ARMS COMPANY, INC.

INTER-DEPARTMENTAL CORRESPONDENCE

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TO:

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FROM:

J. H. CHAMBERS JHC

SUBJECT:

M/700 REVITALIZATION STUDY - PHASE II -
COMPLETE TOPLINE

Topline information from the M/700 Revitalization Study (Phase II) based on all three cities in which interviewing took place (Houston, Seattle and Pittsburgh) is attached.

An examination of the data indicates no change from the preliminary conclusions discussed after the completion of Houston and Seattle field work.

These conclusions are:

- The prototype Remington M/700 and Ruger M/77 are at parity in terms of consumer acceptance.
- The Ruger scope mounting system is highly preferred over the Remington system.
- Negatives for the Remington mounting system involve the questionable material used as well as the difficulty to mount and remove scope.
- The Ruger system is also preferred because of the ease with which you can mount and dismount the scope.

The final report will be available in approximately two weeks. In the meanwhile, should you need any detail information, feel free to ask.

REMINGTON ARMS CO.

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JHC:hm
Attach.

JUN 9 1982

FIREARMS RESEARCH DIVISION

MODEL PREFERENCE

Model preference favors Ruger by a small majority and is influenced by brand loyalty being stronger among the Ruger owners than the Remington 700 owners. Those in the Other category are almost evenly split in their preference.

Overall Model Preference

	<u>Total</u>
	(75)
Ruger (K)	55%
Remington (L)	45

By Owner Type

	<u>Remington 700</u>	<u>Ruger</u>	<u>Other*</u>
	(28)	(22)	(25)
Ruger (K)	29%	91%	52%
Remington (L)	71	9	48

*Includes eight Remington, non-700 model owners.

MOUNT PREFERENCE

Overall, the Ruger scope mounting system is favored by almost 3 to 1 over the Remington system. Even a small majority of those preferring the Remington model indicate a preference for the Ruger mount. Among Remington 700 owners, preference for the Ruger mount is 2 to 1.

Overall Mount Preference

	<u>Total</u>
	(75)
Ruger (K)	72%
Remington (L)	25
Neither	3

By Model Preference

	<u>Ruger (K)</u>	<u>Remington (L)</u>
	(41)	(34)
Ruger (K)	85%	50%
Remington (L)	10	44
Neither	5	-

By Owner Type

	<u>Remington 700</u>	<u>Ruger</u>	<u>Other</u>
	(28)	(22)	(25)
Ruger (K)	64%	77%	76%
Remington (L)	32	18	24
Neither	4	5	-

NEGATIVE REACTIONS TO REMINGTON MOUNT *

	<u>Total</u>	<u>Preferred Mount</u>	
		<u>Ruger</u>	<u>Remington</u>
	(75)**	(54)	(19)
<u>Scope Rings (net)</u>	36%	43%	21%
Material - what is it?/thought were plastic/alloy/pot metal/ prefer steel	20	22	16
Look flimsy/weak/not as strong looking/cheap/rings will crack if drop gun	17	22	5
Lighter/too light	7	7	5
Too thin	1	-	5
More difficult to mount or remove/needs tools/takes more time to change scopes	32	39	11
Screwed on bases subject to jolting/ would loosen more easily/not as accurate	15	19	5
Screws, threads can be damaged/can strip tapped holes/have problems if strip/screws are fragile/screws are small/prefer allen head screws/screws are hard to replace	15	19	5
Have to remove rings to remove scope - lose zero/have to remove scope from rings in order to remove mounts	9	13	-
Single screw in each side - prefer double/one screw per mount	5	7	-
Not adjustable/no windage	4	6	-
Needs four screws/more screws	3	4	-
A permanent mount	3	4	-
Mounts are too high	3	4	-
Other: scope should be locked in/don't like way they sit there/rings are shiny	4	2	11
None/no negative mentions	17	7	42

*Multiple response

**Two people who preferred neither mount are included in the Total column only.

NEGATIVE REACTIONS TO RUGER MOUNT*

	Total	Preferred Mount	
		Ruger	Remington
	(75)**	(54)	(19)
Would come loose easier/more prone to loosening/not as secure/doesn't lock the threads in/would be concerned with getting it tight enough	16%	6%	47%
Heavier	13	9	26
May limit what scopes can be used/stuck with one system/can't interchange with a different height of mount/finding rings if don't like K's/hard to get rings to fit	8	6	11
Bulkier/looks clumsy/not pretty/don't like the appearance of the rings	5	4	11
Can't adjust scope/no windage adjustment on the mount	4	2	11
Have to sight in everytime you remove and remount scope	4	-	16
Two piece system/too much hardware	3	2	5
Poor finish	3	-	5
Other: clamp-on type/easier to damage/won't last, will rust/reversable, can throw scope off/screws are hard to replace/have to order the rings	7	4	16
None/no negative mentions	55	72	11

*Multiple response

**Two people who preferred neither mount we included in the Total column only.

POSITIVE REACTIONS TO REMINGTON MOUNT*

	<u>Total</u>	<u>Preferred Mount</u>	
		<u>Ruger</u>	<u>Remington</u>
	(75)**	(54)	(19)
A more secure, vibration-free mount/less prone to move/solid, not going to move/more vibration free/will hold tighter/will stay accurate	23%	11%	58%
A more permanent mount	13	7	52
Light weight/very light weight	12	11	16
Neater appearance/eye catching/not as bulky/more streamlined	11	7	21
Can use anyone's (scope?)/a more flexible system/can interchange with a different height mount/can adjust relief	8	4	21
More rugged/single piece, solid mount/sturdier/would feel safer if dropped it/gives me a sense of security	7	2	21
Easy to install/quick/convenient/no gunsmith/a simpler system	7	4	11
Proven to work well/a conventional system	4	-	11
Attached by threaded screws/drilled and tapped	4	-	16
Will hold up better/will last longer/won't rust	4	-	16
Readily available	3	-	5
They sit flush/easier to use without a scope	3	4	-
Better craftsmanship/better finish	3	-	5
Other: single screw (per mount?)/quick release/can't mount wrong/can be removed/made by Remington	7	-	26
None/no positive mentions	39	54	-

*Multiple response

**Two people who preferred neither mount are included in Total column only.

POSITIVE REACTIONS TO RUGER MOUNT*

	<u>Total</u>	<u>Preferred Mount</u>	
		<u>Ruger</u>	<u>Remington</u>
	(75)**	(54)	(19)
Easier to mount/easier to put on, take off/quick release/don't have to tear down entire system/can do by hand	63%	74%	32%
Looks more sturdy/stronger/more rugged/ durable/won't break off/heavier/beefier	40	50	11
Integral base/machined in/permanent attachment/tuned to the gun/just slides on/no screws in the receiver/no screws to break off	35	48	-
More stable/won't shift/stays put/more accurate/more snug/locks in/less able to move	24	28	11
All steel rings/heavier rings/hard steel/heavy duty	15	19	5
4 screws are better than 2/especially if lose one/more reinforced	13	17	5
Once adjusted it's always adjusted/ scope stays in the rings	8	11	-
Looks more simple	5	7	-
Can use open sights	4	6	-
Better quality/workmanship is good	3	-	11
Other: same rings can be used from gun to gun/can be adjusted/a little better styled/mount is lower/can be mounted fore or aft of bolt	5	7	-
None/no positive mentions	11	-	42

*Multiple response

**Two people who preferred neither mount included in the Total column only.