

December 21, 1983
M/700 ADL - MODEL SEVEN
M/700 BDL
M/700 MOUNTAIN RIFLE

M700 FOLLOWER

THE R&D RECOMMENDATION TO SWITCH TO A STAMPED NO BIND
FOLLOWER RESTS LARGELY ON COST CONSIDERATIONS.

THE CURRENT ADL STAMPED FOLLOWER WORKS BETTER ONLY BECAUSE
IT IS OF A NO BIND - DEPRESSED CONFIGURATION. SUCH A CONFIGURATION
COULD BE ADOPTED TO A MACHINED, CAST OR INJECTION MOLDED PART; THUS
NO PERFORMANCE ADVANTAGE CAN BE ASSESSED TO THE STAMPED STYLE.

MISSING IN THIS ANALYSIS IS THE PERCEPTION OF QUALITY THAT
A VISUAL ANALYSIS AFFORDS THE CUSTOMER.

A SIMPLE VISUAL REVIEW OF THE 4 ALTERNATIVES MAKES THE POINT.
THE STAMPED STYLE IS NOT AS SUBSTANTIAL LOOKING AS THE OTHER 3
ALTERNATIVES. THE REMAINING QUESTION IS WHETHER THIS MATTERS TO
OUR CUSTOMER OR NOT.

WE CURRENTLY USE THE STAMPED FOLLOWER IN THE ADL AND SPORTSMAN 78
WITH GOOD RESULTS. THESE ARE LOWER PRICE POINT GUNS WHERE THE
CUSTOMER EXPECTS COMPROMISE. THEY ALSO FEATURE A BLIND MAGAZINE
WHERE ACCESS TO THE FOLLOWER IS LIMITED AND VISUAL INSPECTION OF
ALL SIDES OF THE PART RARELY GETS DONE.

THE M7 USES THIS PART ALSO. THIS WAS ALLOWED WITH RELUCTANCE
BY MARKETING IN A LAST MINUTE ATTEMPT TO IMPROVE PRODUCT COSTS.
THE SPECIAL CONFIGURATION OF THE MODEL 7 AND THE LIMITED SALES
EXPECTATIONS OF A SHORT CARBINE STYLE BOLT ACTION MADE THIS DECISION
WORTH A GAMBLE. THE LACK OF SUFFICIENT PRODUCT DELIVERY AND THE
NEWNESS OF THIS MODEL COMBINE TO TEMPER NEGATIVE REACTION TO THESE
KIND OF DETAILS. NO MARKET RESEARCH DATA IS YET AVAILABLE ON THE
M7 - FIELD INPUT HOWEVER SUGGESTS THIS MODEL MAY NOT BE AN UNQUALIFIED
SUCCESS TO THE ENDUSER. RUGER'S NEW ULTRA LIGHT IS REPORTED TO BE
DAMAGING M7 SUCCESS. UNDOUBTEDLY THIS IS DUE TO THE LONG ACTION RUGER
AND LARGE CALIBER AVAILABILITY BUT IT SHOULD BE NOTED THE RUGER HAS
A CAST FOLLOWER.

THE USE OF A STAMPED FOLLOWER ON THE BDL AND PROPOSED MOUNTAIN RIFLE IS SEEN AS PROBLEMATIC.

ONE OF THE SPECIFIC FEATURES DONE IN THE 1973 BDL RESTYLE WAS THE CONVERSION TO A CAST FOLLOWER FROM THE STAMPED STYLE. THIS WAS NECESSARY AFTER 11 YEARS OF POOR PUBLICITY AND FIELD COMPLAINT AND THE FACT THAT WINCHESTER AND RUGER BOTH HAD CAST FOLLOWERS.

THERE IS VERY LITTLE TO DIFFERENTIATE TODAY'S ADL FROM THE BDL - VERY LITTLE TO JUSTIFY THE EXTRA \$45. WE ASK AT DISTRIBUTOR FOR THE BDL. IF WE DOWNGRADE THE BDL FOLLOWER TO ADL STYLE, WE TAKE AWAY ONE MORE REASON TO BUY THE BDL.

THE BDL FEATURES A HINGED TRIGGER GUARD FLOOR PLATE WHICH FACILITATES 360° INSPECTION OF THE PART - IN FACT, NORMAL MANIPULATION ASSURES INSPECTION.

R&D HAS USED A CHART WHICH ATTEMPTS TO DEPICT THE BROAD RANGE OF BOLT ACTION PRICE POINTS AND THE APPARENT DISPARITY OF FOLLOWER TYPE AS A COROLLARY TO PRICE VALUE. ANOTHER ANALYSIS OF THAT SAME LIST SUGGESTS A DIFFERENT CONCLUSION - RUGER AND WINCHESTER AT 26% AND 11% RESPECTIVELY REPRESENT OUR MAIN COMPETITION THEY BOTH HAVE CAST, NOT STAMPED, FOLLOWERS.

IN SUMMARY, REMINGTON IS BEING BLOODIED BY THE MARKET PLACE. *CURRENTLY EXPERIENCING NEGATIVE MARKET PLACE FEELINGS*
~~THE SALE OF OUR PRODUCTS THRU MASS MERCHANTS HAS~~
~~OUR MASS-MERCHANT SALES POLICIES HAVE LED TO AN ANTI REMINGTON~~

BACKLASH. THE DEALERS ONLY WEAPON IS SALES INFLUENCE. STORIES OF REMINGTON QUALITY DECLINE ARE WELL KNOWN TO ALL OF US. THESE COME LARGELY FROM DEALERS WHO ATTACK OUR QUALITY AS A WAY TO SELL THE COMPETITION. WE CAN DEBATE WHETHER THESE DEALERS TALK OF THE QUALITY OF CONFORMANCE OR FITNESS FOR USE. WE CAN ALSO DEBATE WHETHER REMINGTON QUALITY HAS REALLY LESSENED OR NOT.

WE CANNOT AFFORD TO KNOWINGLY MAKE A PRODUCT CHANGE THAT HAS A CHANCE OF BEING PERCEIVED AS A LESSENING OF QUALITY. OUR EXPERIENCE ON THIS SPECIFIC SUBJECT SUGGESTS THIS MIGHT HAPPEN WITH THE STAMPED FOLLOWER.

WE ARE SENSITIVE TO THE COST REDUCTION MISSION. WHILE OUR FIRST CHOICE WOULD BE FOR A MACHINED NO BIND FOLLOWER, THE 50% COST REDUCTION AND MOSTLY ACCEPTABLE COSMETICS OF THE INJECTION MOLDED FOLLOWER ARE A FAR HAPPIER COMPROMISE FROM THE MARKETING POINT OF VIEW OVER THE STAMPED FOLLOWER.

*WE RECOMMEND THE INJECTION MOLDED FOLLOWER
BE ADOPTED IN THE BDL AND M10.*

TOTAL '82

| | <u>ACT. PRICE</u> | <u>% SHARE OF MARKET</u> | <u>TYPE FOLLOWER</u> |
|---------------------|-------------------|------------------------------|--------------------------|
| RUGER 77 | 318. | 26 | Inv. Cast |
| 700 BDL | 334. | 17 | Inv. Cast |
| 700 ADL | 283. | 11 | Stamped |
| WIN. 70 | 385. | 11 | Inv. Cast |
| S&W 1500 | 289. | 6 | Stamped |
| BROWNING | 445. | 3 | Die Cast Plated |
| STEYR MANNLICHER | 958.-962. | Not Measurable | Stamped or Plastic |
| WEATHERBY VAN GUARD | 449.95 | Not Measurable | Stamped |

FIREARMS RESEARCH PROGRAM
1983 COMPLETION
IN ORDER OF PRIORITY

- 1, Design Requirements
- 2, List of remaining items to be completed for each project
- 3, Estimated completion date

| <u>Confidence</u> | <u>Project</u> | <u>Responsibility</u> | <u>Comp. Date</u> | <u>1st Product Year</u> |
|-------------------|-------------------------------------|-----------------------|-------------------|-------------------------|
| A | Model Seven .308/7mm-08 | Brooks | | 83 |
| B | Model 1100 Special Field | Martin | | 83 |
| A | Model 870 Special Field complete | Martin | | 84 |
| B | Model 700 LWT | Martin | | 85 |
| D | Model 870 Restyle. Sep 7, 1980 | Martin | | 85 |
| A | Low Price Model 870 | Brooks | | 84 |
| B | Low Price Model 700 | Brooks | | 84 |
| A | Model 700 250 Savage | Brooks | | 84 |
| A | Model Seven .223 Caliber | Brooks | | 84 |
| A C | Model 1100 Restyle | Martin | | 86 |
| A | Model 870/1100 Waterfowl | Brooks | | 85 |
| E | .338 Win. Mag - Model 700 | Brooks | | ? |
| D | Low Price Model 1100 | Brooks | | 85 |
| A | Model 700 L.H. Short Action | Brooks | | ? |
| A | Model 7400/7600 Carbines & New Cal. | Martin | | ? |
| E | Model 870 Comp. Trap Set | Brooks | | ? |

A - 95-100%
B - 85-95%
C - 75-85%
D - Doubtful
E - Backlog

• **Model 870 Special Field**

No significant problems have arisen so far. Last obstacle is trial and pilot.

• **Model 700 Lightweight
(Mountain Rifle)**

Design verification is two months late. If no problems arise, the schedule can be met as shown.

Key Issues

- .243 short action?
 - Accuracy
 - Stock strength
 - Magnum actions
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• **Model 870 Restyle**

Apparently Marketing and Sales have not agreed on model requirements. If these change, project could be delayed one year.

Key Issues

- Marketing agreement on styling
 - Receiver (process) for frosted top/bottom and contour styling
 - 12 and 20 Ga. or only 12 Ga. - (16 Ga. spec'd)
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• **Low Price Model 870**

No problems for Research if model requirements remain unchanged.

• **Low Price Model 700**

No problems for Research other than those outlined under key issues unless model requirements change.

Key Issues

- Will the .243 function in the long action without major redesign?
 - POI with M/788 open sights
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• **Model 700 250 Savage (250-3000)**

No problems anticipated.

o Model 1100 Restyle

If model requirements are not established by September 1983, Project could slip to a 1987 announcement date.

Key Issues

- Marketing agreement in styling
- Endurance testing
- Should we combine the Barrel projects with this project (choke tubes, orifice selector, 3" chamber and slug Barrel)
- 12 and 20 Ga. or only 12 Ga.

o Model 870/1100 Waterfowl

If model requirements are unchanged from March 4, 1983 schedule can be met.

870 Key Issues

- Agreement on specifications

1100 Key Issues

- Agreement on specifications
- Will parkerizing affect action?

o .338 Win. Mag Classic/Classic

No problems except as itemized in Key Issues. Marketing decision needed.

Key Issues

- Will it load without a major redesign?

o Low Price Model 1100

Schedule cannot be met for 1985 introduction since no model requirements have been agreed to. If simple downgrade, see key issues.

Key Issues

- Agreement on specifications
- Can we reduce this to be competitive with low cost autos in the market place?

o Model 7400-7600 Carbines and New Calibers

Work will have been completed before January 1984. No 1984 effort anticipated.

o L.H. Short Action

No significant Research effort will be required in 1984.

o Model Seven New Caliber

.223 will be completed in 1983. No new Calibers are forecast.

o 870 Comp. Trap Set

No work scheduled.

Key Issues

- Cost of developing and tooling new stock.
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