REMINGTON ARMS COMPANY, INC.

INTER-DEPARTMENTAL CORRESPONDENCE

Remington.

PETERS

June 21, 1985

"CONFINE YOUR LETTER TO ONE SUBJECT ONLY"_

Marketing Meeting Outline: Monday, June 24, 1985

Challange:

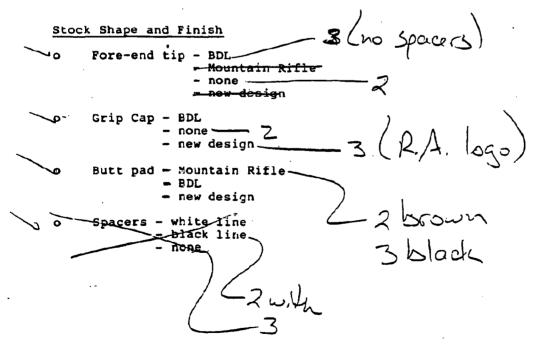
To give our customers a "BDL-like" rifle yet still differentiate it from our current offering as well as the competition.

Assuming a second focus panel review sometime later this year, we need to outline the options to be considered so that samples can be made.

Metal Finish

| 0 | high luster finish . |
|---|--|
| 0 | satin bead blasted finish |
| 0 | coarse shot blasted finish |
| • | bolt finish - jeweled 3 make somples - plack |
| 0 | follower finish wake Sampler |
| 0 | - ware simple |
| 0 | |

assume bolt plug and handle will match barrelled action



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Stock Shape and Finish - cont'd.

~o Finish - high gloss 7 - medium gloss 1 - low gloss →

Checkering

5 new patterns

Configuration - monte carlo - straight - cheek piece

o Material - walnut - synthetic

RSM:sps

MC-w/chechpiece 1 straight no cheek 1 straight, cheek MC no cheek Syntietic

BDL