

REMINGTON ARMS COMPANY, INC.

INTER-DEPARTMENTAL CORRESPONDENCE

Remington
OUTLINE

PETERS
OUTLINE

June 21, 1985

"CONFINE YOUR LETTER TO ONE SUBJECT ONLY"

Marketing Meeting Outline: Monday, June 24, 1985

Challenge:

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

- o high luster finish
- o satin bead blasted finish
- o coarse shot blasted finish
- o bolt finish - jeweled } make samples
 - plated
 - black
- o follower finish } make samples
- o
- o
- o
- o
- o
- o assume bolt plug and handle will match barrelled action

Stock Shape and Finish

- o Fore-end tip - BDL } 3 (no spacers)
 - Mountain Rifle
 - none
 - new design

- o Grip Cap - BDL } 2
 - none
 - new design

- o Butt pad - Mountain Rifle } 3 (R.A. logo)
 - BDL
 - new design

- o Spacers - white line } 2 brown
 - black line
 - none

3 black

2 with
3

Stock Shape and Finish - cont'd.

- o Finish - high gloss 2
 - medium gloss 1
 - low gloss 2

- o Checkering

5 new patterns

- o Configuration - monte carlo
 - straight
 - cheek piece

BDL

- o Material - walnut
 - synthetic

MC: w/cheek piece
1 straight no cheek
1 straight, cheek
1 MC no cheek
Synthetic

RSM:sps