

REMINGTON ARMS COMPANY, INC.

INTER-DEPARTMENTAL CORRESPONDENCE



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
 - plated
 - black
- o follower finish
- o
- o
- o
- o
- o assume bolt plug and handle will match barrelled action

Stock Shape and Finish

- o Fore-end tip - BDL
 - Mountain Rifle
 - none
 - new design
- o Grip Cap - BDL
 - none
 - new design
- o Butt pad - Mountain Rifle
 - BDL
 - new design
- o Spacers - white line
 - black line
 - none