

June 21, 1985

Challenge: To give our customers a 'BDL-like' rifle, yet still differentiate it from our current offering as well as the competitors.

Marketing Meeting Outline: Monday, June 24, 1985

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

Marketing Meeting Outline

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Stock Shape and Finish - cont'd.

- o Finish - high gloss
 - medium gloss
 - low gloss
- o Checkering
- o Configuration - monte carlo
 - straight
 - cheek piece
- o Material - walnut
 - synthetic

RSM:sps