

REMINGTON ARMS COMPANY, INC.

INTER-DEPARTMENTAL CORRESPONDENCE

Remington



PETERS



xc: E.O. Fini
B.W. Rau
J.H. Chambers
J.W. Bower
F.E. Martin
F.H. Smith

"CONFINE YOUR LETTER TO ONE SUBJECT ONLY" _____

Ilion, New York
June 26, 1985

TO: W.L. Tomek

FROM: R.S. Murphy

NEW BOLT ACTION COSMETICS

A meeting was held on Monday, June 24, 1985, between Research and Marketing to discuss cosmetic features to be included on the NBAR. Our challenge is to give our customers a rifle designed to become as popular as the BDL yet still differentiate it from our current offering as well as the competition.

Tentatively a second focus panel review was scheduled for late in September and five rifles displaying the following mix of features will be evaluated. Please review this combination of cosmetic options to ensure that it is compatible with a good focus panel format. If there are any alterations please bring them to my attention as soon as possible since the components for these guns are already in the process of being made.

RSM:sps

RSM

Attach.