



E. I. DU PONT DE NEMOURS & CO. (INC.)
WILMINGTON, DELAWARE 19898

MARKETING COMMUNICATIONS DEPARTMENT

DECEMBER 18, 1985

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cc: Bower
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REMINGTON ARMS CO.
RECEIVED

DEC 26 1985

Good show due largely to
excellent efforts in Research

E. O. FINI
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FIREARMS RESEARCH DIVISION

Bill

REMINGTON NEW PRODUCTS SEMINAR

Some brief notes on the Seminar -- more detailed information will be provided later.

We'd like to thank all company personnel who attended for their help and contributions. Special thanks is due Bud Fini, Tim McCormack and Paul Spenard who came early, stayed late, and worked like demons to help with pre-Seminar logistics and set-up and post-Seminar clean-up.

PLAYBACK FROM THE PRESS

They report unanimously it was the best Remington Seminar they've attended (some have been coming for over 20 years) in terms of:

1. Number and quality of new products.
2. Productive interchange with attending company personnel.
3. Overall enjoyable time.
4. Good hunting.

No individual credit can or should be claimed for the above playback. This was very much a "team" effort and the current and projected results show it. Its style should be a guide for future Seminars.

Should there be future Seminars like this? Are they cost effective? I think the instinctive reaction of company people attending is "yes" to both questions. But, in keeping with my "bottom line" philosophy of product publicity, I owe and will provide Management a cost-results summary of both this one and the 1984 Seminar.

E-21331 REV 11/83

RESPONSE TO NEW PRODUCTS

- M 700 Mountain Rifle extremely well received, highly regarded in design and appearance, predicted to be a winner.
- "Rem" Choke looks like good design, a timely move (not too late, but "just in time").
- M 870 "Wingmaster" -- will set the M 870 apart in quality appearance from other pumps for the more discriminating hunter.
- XP-100 in .223 Rem -- very well received, will get much publicity, considered a "smart" move.
- 280 with 140-gr. bullet -- also considered a "smart" move. Combination of this with Mountain Rifle chambering may finally establish deserved recognition of 280 Rem. cartridge.
- Return to bolt action rimfire rifles -- they like the rifles.
- Custom Shop offerings, especially Mountain Rifle with "Kevlar" stock and left hand, short action M 700's were praised. Remington Custom Shop will become best-known source of high grade firearms.

PUBLICITY POTENTIAL

Would seem to be very high for initial announcements and very high for follow-up publicity with proper effort on our part.

CORPORATE

Suspensions that Remington might be sold or hindered by closer relationship with parent company seem to have completely disappeared. Overall, Remington is still considered to be the No. 1 firearms manufacturer in the minds of the press and the No. 2 ammunition maker (WW is 3rd, not Remington).

Overall, Remington remains their favorite company in the industry with a nod to Bill Ruger, Sr. as their favorite industry person.

Our mix of attending company personnel and their contributions was unquestionably the most effective we've had, overall, in many years. To those of you who were scheduled to attend but had to be elsewhere, we hope you'll make it next year.


R. F. Dietz

RFD/clg