

REMINGTON ARMS COMPANY, INC.

INTER-DEPARTMENTAL CORRESPONDENCE

Remington



PETERS



"CONFINE YOUR LETTER TO ONE SUBJECT ONLY" \_\_\_\_\_

December 19, 1985

TO: *JW Bower*

FROM: RS Murphy *←*

NBAR Stock and Receiver Configuration

As a result of the recent focus panel I would like to propose that the NBAR receiver revert back to the faceted configuration. By modifying it slightly with a small radius to break the sharp edge and/or adding the powder coat finish, I think we have a winner. The focus panel served to highlight the strength and edge/corner issues where we need to direct our advertising. Every receiver that we develop will have some drawbacks for some people. We know now what they are for the faceted receiver. We should build on this information rather than pursue another new design.

I came away from the focus panel with the understanding of a strong desire for a stock with a cheekpiece. The monte carlo shape also seemed to be preferred although by not as wide a margin. With this information I will begin the modeling of a BDL-like NBAR stock. I am concerned with product differentiation of this new offering but other than a new cheekpiece, I don't think we can do much to the wood to make this stock look different.

I realize that the stock and receiver configurations are the responsibility of the Marketing Department but without their input I would like to pursue these options.

RSM:sps

*No ahead. I am a little confused by your first paragraph. It was my perception that the focus panels liked the rounded receiver. What do you have in mind?*

*Jim*