

cc: C. A. Riley

REMINGTON ARMS COMPANY, INC.

INTER-DEPARTMENTAL CORRESPONDENCE



February 3, 1984

K. N. Waite, Jr.

REVISED MODEL SEVEN TELEPHONE SURVEY DATA

Attached are the results of the latest Model Seven Update telephone survey of customers and dealers holding unupdated Rifles.

Approximately 50% of the Rifle holders who we tried to reach were contacted. These customers hold 59% of the outstanding Rifles. As a result of these contacts we learned the following:

- 21% of outstanding Rifles are already done
- 10% of outstanding Rifles will be done
- 2% of outstanding Rifles being done
- 26% of outstanding Rifles sold

All newly identified customers were contacted regarding the update via certified letter. As a result of this survey dealers have been sending in names and addresses of their customers. They will be contacted by certified letter also.

Man power for this survey was supplied by "Kelley Services". The program was very successful towards our goal of 100% of the guns updated, and will continue with borrowed or "Kelley" manpower.


K. D. Green

KDG/dk
Att.