

8.10.92

(1)

J B, Mk, KS, WW

WILL BE ONLY
R/L V SINGLE PORT ON NCS;
Determined BY BT. BOLT HANDLE CUT AND PORT

Dedicated by port & bolt handle cut.
BUNA CAN BE CORR. $\Rightarrow$ SYMMETRICAL ABOUT CENTRAL
CL OF BAR/REC BAR REC
(REC DATE)

1995 VOLUMES NCS
3 yr " BOUNDED TO PROTECT

DUAL LINE NOW 200
FST CRATERS
LOW COST 700 WITH
96 ON 97.

DO LOW PRICE 700 AS LOW
PRICED (ADL) TO KEEP TOUGH ALIVE.

NCS IS TO BE A MED/HIGH
REC. FOR 700 BDL.

[Get the market
decision
preference]

(WE CAN DOWNSCALE A TOP
END PRODUCT BUT MORE
DIFFICULT TO UPSCALE AN
INITIAL LOW - PRICE ENTRY).

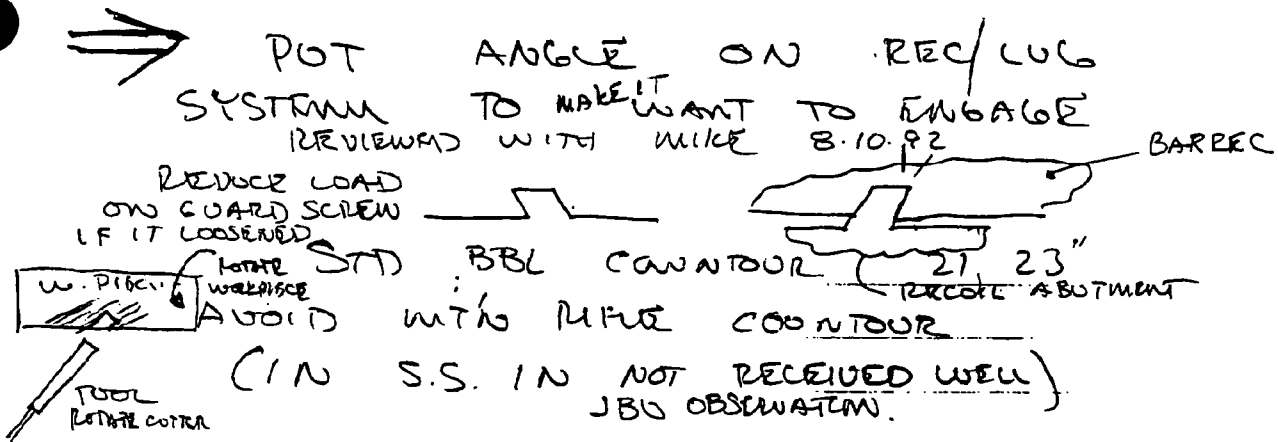
EVENTUALLY PHASE OUT 200.

AT LEAST TWO/THREE YEARS
DUAL LINE WITH 700/NBAR.
700'S THEN PHASED OUT BY 1997.

W700 METAL \$180 \$175 TOTAL (WOOD)
NBAR \$25 LESS METAL

MOST N'BAR COST REDUCTION WILL
BE IN BR/REC METAL.

(2)
8.10.92



BARREC 15 HYBRID STD/MAR
BBL COUNTOUR) ONE SIZE FITS ALL
MAR WILL USE 4140 MAT'L TO
PROVIDE ADDL BBL COUNTOUR OPTIONS.
BARREC

2 MIKE GET COPY
COPY
— SATISFACTION SURVEY —
("BEST SATISFIED" M200 BDL)
RECENT RESULTS COMING BACK.

WANT DETACHABLE BOX; DIFF'T FROM
M200 ^{THEY} ~~SUCH~~ ^{PIECE} LIKE SPRING-LOADED
BOX EJECTION FROM RIFLE. ALA SAVAGE?

REDUCE ^{DIMENSION} BOLT FACE TO BACK
OF TANG 8 → 7"
HUTTON: VENTRAL PLUNGER SEAT
(OMIT LONG S.S.C.) ALA SAKO
FIRECONTROL SLOT + MATE BOX SLOT ADDITIVE
MACHINE FROM

KWS

WALKER PATENTS

3

8-10-92

3 ~~WEEKS~~

~~FOOD CHANGING DEEPER TO
KEEP ONE ACTION STOPS
SAVER.~~

JBU

DISCUSSION:
WANT TWO:

DON'T LIKE SHOWING
POOR STROKE ON SINGLE LENGTH
ACTION LENGTHS

~~ONE~~

~~ONE~~

VARIOUS ^{small} BOLT/CHAMBER SIZES
OFF ~~DETA~~

~~CONCEPT~~

~~FUBB~~

~~30-06~~

We need something new
& diff't for scope bases.
C" / INTEGRAL" - ALA RUBER
NO OPEN SIGHTS ON THE GUN / BBL.
MAKE IT LOOK SEXY.

CHARTER - NOT AS AN AFTERTHOUGHT.
THIS MEANS OMIT THE PART BETWEEN RECEIVER AND RING.
- RING ATTACHES TO RECEIVER -

OUR
SYSTEM
HAS
A

PERCEPTION OF EXTRACTOR
PROBLEM. DESIRABLE, BUT
NOT MANDATORY, TO REFINER
THIS. BY JBU & KWS urging to clarify.

ADDRESS THIS WITH CONSUMER EDUCATION.

(4)

8.10.82

CUSTOMER PERCEPTION OF CLOSED END
BOLT PLUG IS BETTER.

THE REM
QUALITY/PERFORMANCE /ZWS HAS ONE; M700 STYLE

CHARACTERISTIC IS
SHOOTER PROTECTING M700 IS DIFFICULT TO [COIN SLOT
ON F.P.
HEAD]
LEAKING PRIMER FIELD STOP - F.P.N. ASS'T.
EVENING MARKETING WOULD LIKE TO
SEE THIS CHANGED. HOW IMPORTANT IS
THIS TO THE
AWE CUSTOMER?

YOU WANT A BOLT LOCK
MEANS.

YOU WANT TO OPEN
BOLT WITH GUN ON SAFE.

ERGONOMIC ISSUES OF
FIRE OF USE & NO
CONFUSION.

→ BOLT RELEASE AWAY FROM
IN FRONT OF TRIGGER.
- PREFER ON SIDE OPPOSITE BOLT -

~~NO~~ NON-OBJECTIVE TO CLOCK-TYPE
TRIGGER LEVER - SOURCE LIKES
CONCEPT. LEADING TO CUSTOMER-
ADJUSTABLE TRIGGER.

⑤

8.10.92

NO NEED FOR MAG-BOX DISCONNECT
SYSTEM.

1992: 85 K M700 REGULAR
117 12 1 incl. STAINLESS

1995: NBAR 25,000 FIRST YEAR
"ROUGH" ESTIMATE

LET THE EXPRESS C'F'
DELAY A YEAR OR SO AFTER
INTRODUCING NBAR.

FOR
SYN.
STOCK
MOLDS.

1/INSERT FOR BOLT HANDLE
SLOT AND CHEEKPIECE TO
R/LEFT MODELS.
C.H.: 12-15% OF BUSINESS.

MARKETING STEERING FOR
8-24-92.

DO GET ARTIST'S RENDERINGS.

• ADVERTISING } 12 PEOPLE
• MARKETING RESEARCH } OR 80.
• ETC }

⑥

8.10.92

{ J.B.N. USES "3-POSITION SAFETY"
DESCRIPTION.

- COPPER BULLETS -

AMMO MADE $\$1.4 \times 10^6$ IN 1991
1992: AMMO WILL MAKE TWICE
WHAT GUNS WILL.

$\$6 \times 10^6$ VS. $\$12 \times 10^6$

LOANOFF USES TEMPORARY
HELP; INCLUDED SUPERVISORS: UPTO 50.

BALLO IS OUT @ GRAND AMERICAN.

PERCEPTION OF EASILY ADJUSTABLE
FINE CONTROL, IMPORTANT AT
HIGHT AND BOAT SECHM BUREAU
PER R.W.S.

RETROFITTABLE TO 200: 2