
From: Trull, John
Sent: Tuesday, July 03, 2007 8:52 AM
To: Perniciaro, Stephen; Ronkainen, Jim
Cc: Lasley, Brian; Campbell, Don H.; Fink, John; Balio, John R.; Shoemaker, Christopher D.; Gross, Joseph; Diliberto, Joseph; Diaz, Danny; Doolittle, James F.
Subject: RE: X-Mark Pro Trigger Pull Weights/Specs

The 40-X version is not ready for production. I wanted to move there for all our varmint rifles this year but it was determined that this was not an option. We need a change in direction immediately, not 6-9months from now. We have a great product in the X-Mark Pro and we are wasting it by not maximizing its true potential. We designed a great product that we know meets all SAAMI criteria across our entire line at 3lbs. Why would we not attempt to use that strength to our advantage. In reference to Shoemaker's note below, I have no doubt in my mind that everything checks out on the floor according to our process records. I am not calling into question that the assemblers and builders are not doing their job properly. What I am calling into question is our process in general. Bottomline, it is non-competitive in todays marketplace. On a production basis compared to the other manufacturers with any scale, our rifles are the most expensive on average in the industry. That is using Savage, Mossberg, Ruger, Browning as a baseline. It makes no sense to be the high priced guy with the heaviest trigger. If we have our trigger pull device setting everything at 4.75 out of the gate, we are starting too high already. A weight on a string isn't what I would consider a hallmark in innovation. We need a paradigm shift in our approach to this issue. The way we have always done it isn't cutting it here. Let me ask this question. If the device is set and working at 4.75lbs, how many guns are being released with a trigger pull weight below that? Are we recording this data anywhere? If the PR department received 8 guns at random and only one of the 8 was below the 4.75lb mark, I would tell you that not too many are leaving the factory with a trigger pull weight less than 5lbs. I am sure that you guys are saying to yourselves that Marketing is changing the rules on you and it isn't fair. Marketing isn't changing the rules guys, the MARKET has changed and the rules went out the window. It is time to take the gloves off and get aggressive. I will bet anyone up there a steak dinner that Savage isn't shipping guns with 5lb + triggers from the factory. Think about it guys. We have a trigger that we know can leave the factory at 3lbs and cover all SAAMI criteria. Why would we not figure out a way to use this as a competitive advantage? With the surface finishes on this product, it is hands down the finest trigger out there on a production basis. Restricting this product to where it is today is about the equivalent of having a 225lb tailback that runs a 4.3 second 40 and never giving him the ball.

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From: Perniciaro, Stephen
Sent: Tuesday, July 03, 2007 8:15 AM
To: Ronkainen, Jim; Trull, John
Cc: Lasley, Brian; Campbell, Don H.; Fink, John; Balio, John R.; Shoemaker, Christopher D.; Gross, Joseph; Diliberto, Joseph; Diaz, Danny; Doolittle, James F.
Subject: RE: X-Mark Pro Trigger Pull Weights/Specs

Jim Ronkainen,

You may want to "weight" in on this subject.

John Trull,

You may want consider the move to a 40-X version of the X-Mark Pro.

Steve P.

From: Shoemaker, Christopher D.
Sent: Tuesday, July 03, 2007 7:35 AM
To: Trull, John; Gross, Joseph; Perniciaro, Stephen; Diliberto, Joseph
Cc: Lasley, Brian; Campbell, Don H.; Fink, John; Balio, John R.
Subject: RE: X-Mark Pro Trigger Pull Weights/Specs

John,

I checked our assembly operation where we set trigger pull and found the device working at 4.75 lbs. It is not adjustable without changing to a lighter or heavier weight. This is set before the stock is assembled to the gun and before proof, test and target; we know we have some variations that may occur after we set the trigger pull. I also checked the scales used by the assemblers and the inspectors and they were correct to the test weight. Our process records call for the XMP to release between 3.5 to 5.5 lbs. with the scale pulled parallel to the barrel. The test is repeated 3 times at both the assembly and inspection operations. I'm surprised to hear that you had readings over 6. We can discuss possible process changes during your conference call.

Chris

From: Trull, John
Sent: Monday, July 02, 2007 6:15 PM
To: Gross, Joseph; Shoemaker, Christopher D.; Perniciaro, Stephen; Diliberto, Joseph
Cc: Lasley, Brian; Campbell, Don H.; Fink, John
Subject: X-Mark Pro Trigger Pull Weights/Specs

Guys,

Eddie Stevenson just returned from a writer prairie dog shoot in Wyoming last week. Upon his return, he called me concerned with heavy trigger pull weights on all of the rifles that they used. All featured the new X-Mark Pro fire control, so I was nonetheless surprised to hear from him that practically all were shipped to him with heavy triggers. I asked him to send the rifles to me for examination. He did, and when I measured them, I was stunned. Here are my results.

Model 700 VLSS TH
S6591979 = 5lbs
S6591963 = 5lbs
Model 700SPS Varmint
G6634946 = 5.5 lbs
G6652540 = 6.5lbs
G6647337 = 6.5lbs
G6652948 = 4.5lbs
Model Seven CDL LTD ED .17 Rem Fireball
7829048 = 6lbs
7828992 = 7lbs

First, I know that the next thing I am going to hear is that the spec is 3.5lbs - 5.5lbs. We discussed this at length and while I pressed for a tighter range of 3.5-4.5lbs, I was told that the best Iion could hold was +/- 1lb. I was also assured that this was based upon a statistical mean trigger pull weight of 4.5lbs. What the above represents is a curve in which the population resides at the upper end of the specification and in some cases exceeds specification. That's as far as I really want to get into current specifications and statistics.

Now let's talk about real market implications. A trigger above about 4lbs is unacceptable in today's market. Savage has conditioned the market on lower trigger pull weights through their aggressive marketing campaigns on the AccuTrigger. Trigger's and specifically their trigger pull weight is top of mind with rifle consumers these days and is a central focus in the decision to purchase. Gun writers address it in practically everything they write and our biggest competitor drives the point home in their marketing message. Even Ruger is becoming trigger-centric these days. So, do not take what I say here as MY belief, rather take it as what the market is conditioned to. We have a great trigger in the X-Mark Pro. It is hands down, the best trigger system on any rifle in the commercial market. I would even rival it against a Timney. We are wasting this valuable resource however when we ship it with a trigger pull weight that is by the market's definition today, "unshootable." We automatically send the guy to a gunsmith to spend

\$40-\$60 to have his trigger adjusted to an acceptable level. While I believe you guys when you say that under current practices, holding a trigger pull weight to a one pound range is outside of our present capability, I do not believe that we can't change our practices to deliver what the market demands. If we can't deliver what the market demands, they will buy it from someone who can. We need to get to a trigger pull range on the X-Mark Pro of 3-4lbs. We know that we satisfy all SAAMI requirements across the entire line at 3lbs, so there are no concerns there. If I can adjust a Model 700 trigger in less than three minutes and hold it to within a 1/4lb range, I know that we can do far better than we are doing today in the factory. Please don't take my note as undue criticism, however as the brand steward for our product line, I am telling you what has to be done here.

I want to know how quickly we can get to a 3-4lb trigger pull weight in production. This is not a Marketing request guys. This is a specification requirement. I will not let this one go. To coin the old parental phrase "I am doing this for your own good." Well, it is really for the good of the Remington Arms Company and our brand which I will go to the mat to protect. I suggest we schedule a conference call to constructively determine a path forward.

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