

Remington Brand Management – Firearms  
Developmental Business Brief

**CONFIDENTIAL**

**X-Mark Pro Adjustable Fire Control**

**Background**

With the introduction of the AccuTrigger from Savage, the worlds awareness in terms of the significance and need for a great trigger on a rifle is at an all time high. Savage did an outstanding job of addressing the greatest weakness of their product line and turning it into their greatest strength. Following the introduction of the AccuTrigger and the ensuing amount of press coverage therein, most major players in the bolt action rifle category are stepping up the game in terms of out of the box trigger performance. In 2006, Remington introduced the X-Mark Pro fire control. Designed with extremely precise tolerances and surface finishes, the XMP is perhaps one of, if not the cleanest breaking triggers in the market. However, due to the high volume of rifles flowing through the Ilion Firearms plant, the ability to “hand tune” triggers for pull weight prior to leaving the factory would prove to be too costly and disruptive to the manufacturing process. Hence, it was determined by Manufacturing, R&D and Brand Management that an external adjustment screw which allowed for final trigger pull adjustment just prior to packing the rifle is the best long term solution for Remington.

**Strategic Need**

An externally adjustable XMP fire control, set from the factory with a range of 3 ½ - 4lbs max. Trigger must be easily adjustable by the consumer with readily available tools.

**Primary Product Attributes**

- Must leave the factory with a range of 3 ¾ lbs +/- ¼ lb.
- Must be capable of adjustability down to 3lb trigger pull weight or lower
- Must maintain all of the current benefits of the XMP with respect to surface finish and clean, crisp breaking feel
- Must be ready for phase in to all 2009 new Model 700 rifle products with full integration across the entire line by 2010.
- Should include a trigger pull adjustment tool with each gun.

**Competitive Product Offerings****Savage AccuTrigger**

As stated above, the AccuTrigger changed the way the world viewed rifle triggers and raised the bar in terms of what is acceptable in a factory trigger. Featuring a "trigger within a trigger" design, the AccuTrigger allows for a wide range of adjustability by the consumer ranging from 1 1/2lbs to 5 1/2 lbs. A target AccuTrigger exists as well allowing adjustment below the one pound range. While not an exceptionally crisp trigger, the AccuTrigger has educated consumers that a low trigger pull weight is essential for accurate shooting.

**Browning Feather Trigger**

New for 2008 as standard equipment on the new X-Bolt rifle, the new feather trigger features a 4-bar design for a clean crisp pull and is advertised as leaving the factory at 3 3/4 lbs. As the X-Bolt is a new product for 2008, there has been limited data available to validate the initial claims, but thus far, product reviews have been favorable.

**Winchester MOA Trigger**

Coupled with the return of the venerable Model 70, the MOA trigger boasts claims similar to that of the Browning product. Again, as a 2008 recent introduction, limited data exists to evaluate the MOA trigger. As with the Browning product however, the initial feed back and reviews are positive.

**Thompson Center Icon**

Introduced in 2007, the new TC Icon bolt action rifle marked the entry of an additional player to the bolt action rifle arena. Equipped with a number of features, one of which is a new fire control design advertised to ship from the factory at 3 1/2 lbs.