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Competitive Product Evaluation
Weatherby Vanguard Rifle

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SUMMARY

There are very few mechanical or design innovations apparent in this rifle. Component design is largely based on earlier Mauser, Remington, Sako, and Weatherby center fire rifles. This is not, per se, a shortcoming. No difficulties of any kind were encountered while functioning this rifle.

Weatherby has apparently chosen to project a quality image with this rifle via emphasis on consumer - obvious appearance features. This allows them to capitalize on similar high quality impressions created by/for the much higher priced Weatherby Mark V rifle. Hand checkering, high gloss stock finish, contrasting rosewood pistol grip cap and fore-end tip with white line spacers, and a superior blue-black metal coloring, are foremost among these obvious quality attributes.

CONCLUSIONS

The Remington M/700 is superior in basic design and mechanical features. This is especially true with respect to action strength. Weatherby has chosen to offer a rifle in which the emphasis is on appearance.

This new rifle places Weatherby in an excellent position to capitalize on their corporate quality image. The Weatherby name is probably sufficient to overcome any stigma associated with its Japanese manufacture.

REMINGTON ARMS COMPANY, INC