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Competitive Product Evaluation
Weatherby Vanguard Rifle

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CONCLUSIONS - Continued

The following comments reflect the author's personal opinions regarding the significance of the competitive threat posed by this rifle. These opinions are based primarily on the more objective data contained within the body of this report:

On the basis of the superior appearance of this rifle, it is felt that it will pose a valid competitive threat to the M/700. This situation could become more serious if the Vanguard is made available in quantity through readily accessible and widely distributed retail outlets (Fewer stores now have Weatherby franchises).

The M/700 BDL is most vulnerable to loss of sales to the Vanguard.

REMINGTON ARMS COMPANY, Inc