

REMINGTON ARMS COMPANY, INC.

INTER-DEPARTMENTAL CORRESPONDENCE

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TO: H. D. ALBAUGH
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FROM: J. H. CHAMBERS JHC.
SUBJECT: SHORT BARREL BOLT ACTION RIFLE STUDY -
FINAL REPORT

Attached is a final report from the Cediman Research Group based on five group sessions conducted during the end of January, 1979 to evaluate six short barrel bolt action prototypes, each containing various different features.

In appearance, the prototypes, by their very nature (short barrel bolt action rifles) resemble the Mohawk 600 to some degree. However, the stocks as well as other features have been changed to enhance the gun's quality image.

Two sessions were conducted January 30 in Houston, one on January 31 in Atlanta, and two in Detroit on February 1. Three sessions were comprised of half bolt action and half lever action hunters. The other two sessions (one in Houston and one in Detroit) were comprised of men who hunted with a lever action within the past year.

Findings

The final report basically expands upon the findings discussed in the preliminary analysis with virtually no difference in conclusions.

The concept as stated on page 14 of the final report, i.e., a light weight, fast handling bolt action rifle that can fire high velocity cartridges was well received by most members of the groups (80% like it a lot/somewhat). Furthermore, positive reactions to the prototypes were even stronger (96% liked it a lot/somewhat).



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In retrospect, the positive reaction to a short barrel bolt action rifle as described in the concept statement is not surprising since we were at full capacity with the Mohawk 600 in 1977 (17.5M units) without attempting to market this product (not cataloged, no advertising). There appears to be a latent need for this type of rifle which effective marketing and advertising could fully develop. Nothing quite like it currently exists on the market.

Bolt action users had a much stronger positive reaction to the prototypes than lever action users (63% of bolt action respondents liked it a lot vs. 23% of lever action respondents).

This suggests that while the prototypes contain the lightweight and fast handling characteristics of a lever action rifle, they are still primarily viewed as bolt action guns. Whatever version we eventually adopt, it will compete more with bolt action rifles than lever actions. Therefore, consideration should be given to minimizing any cannibalization this new bolt action rifle might have on our current bolt action models.

The median expected list price for the new gun (after respondents viewed prototypes) was \$180. However, this appears to be somewhat unrealistic since the Mohawk 600, if it was currently sold, would list for about \$180 and our general intention with this new gun is to improve upon the Mohawk 600's appearance.

The data indicates that the prototypes viewed could possibly justify a \$200-\$210 list price. Anything higher would greatly curtail this gun's broad appeal. At this price level, the new gun would be positioned between the Model 700 ADL and the Model 788. We certainly do not want to add features to the gun which would make it appeal to the current M/700 ADL buyer. If the new gun were to cannibalize any of our models, we would probably prefer it taking sales from the M/788.

Furthermore, at the \$200-\$210 price level, this new short barrel rifle would have little appeal to lever action buyers.

The main reason for liking the prototypes is the fact that they are lightweight bolt action rifles. (See "reasons for reactions to models" in the appendix.) The uniqueness of this concept appears to have a broad based market appeal and advertising should stress the lightness/fast handling of the gun with the versatility of firing high velocity cartridges.

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However, advertising should avoid the use of the word "carbine" in attempting to describe this new gun. While the word "carbine" does imply a short barrel gun to consumers, it also suggests reduced accuracy and range partially due to its long association with lever action.

The summary in the report as well as pages 19-29 and Appendix Tables 7-17, indicate which features on each prototype respondents liked best, so that a composite/ideal version could be pieced together.

Should you have any questions, please contact me.

JHC:hm
Attach.