

REMINGTON ARMS COMPANY, INC.

INTER-DEPARTMENTAL CORRESPONDENCE

Remington
CUPERTINOPETERS
CUPERTINO

copy to

xc: J. P. Glas
J. E. Preiser
J. S. Martin
F. E. Martin

② workman

"CONFINE YOUR LETTER TO ONE SUBJECT ONLY"

Ilion, New York
April 28, 1981

TO: C. B. WORKMAN

FROM: T. L. CAPELETTI

SUBJECT: MODEL 700 FEATURES FOR POSSIBLE USE IN ADVERTISING

*je - This
basis list can be used to
develop an advertising
campaign in conjunction with
our competitive evaluation now
in progress*
Clark

In response to Marketing's inquiry concerning strengths of the M/700 design which may be used in advertising campaigns, I asked Fred Martin to itemize areas he felt were significant. Fred provided me with the following information:

- | | | |
|--------------|---|---|
| * Strength | - | Action - Ability to withstand abuse of inexperienced handloaders. |
| | | Extractor - Comparison of competitive systems. |
| * Accuracy | - | Still the most accurate production center fire rifle made. Accurate enough to be used competitively "out of the box". |
| Fire Control | - | Adjustable and smooth; still the best production trigger available - with planned modifications, will have another safety feature to advertise. |
| Calibers | - | A caliber and a loading available for anything from ground squirrels to Kodiak and Brown bear or elephant and rhino. |
| Adaptable | - | Several variations are available for military and police work. Gun/cartridge combination can be tailored to individual application. |

As indicated by the *, Fred feels that strength of the action and extraction systems and accuracy are prime selling points for these rifles.

TLC:ws
Firearms Research Division

Hand to J. P. Glas 4/28/81