

EXPERIMENTAL HISTORY

Phase I In 1977 Marketing and Research agreed on a plan to restyle the Mohawk 600 rifle (Exhibits 1,2 & 3). Research began by building several models with various shaped stock stylings and barreled actions, with various additions and deletions, retaining the basic Mohawk 600 receiver and barrel. These models are shown in Exhibits 4 thru 8, with a list of changes that are different from the basic Mohawk 600 model. A meeting was held with Marketing and the above exhibit models were discussed to decide what features were to be shown to a focus panel. (Exhibit 9)

Phase II Six rifles were made up with the features discussed. (Exhibits 10 thru 15). These rifles were delivered to Marketing for use in the Focus Panel held January 1979. The group sessions were set up in three different marketing areas (Exhibit 16). A discussion guide and questionnaire (Exhibits 17 - 18) were used to obtain answers to the probability of acceptance of this Bolt Action Carbine concept. A final report (Exhibit 19) was written evaluating the concept. It stated that it is a "distinctive and promising new product prospect".

Phase III A subsequent meeting was held with Marketing to discuss the report. A decision was made on the design requirements of a final model using the panel report recommendations. (Exhibit 20)

Research proceeded to make final models for approval by Marketing. In order to add a hinged floor plate assembly the receiver had to be made a half inch longer and the rear receiver mounting hole moved back. The longer receiver can be made using existing Mohawk 600 tools and fixtures.