

REMINGTON ARMS COMPANY, INC.

INTER-DEPARTMENTAL CORRESPONDENCE

Remington
GUPONTPETERS
GUPONT

File 9

Xc: C. B. Workman

"CONFINE YOUR LETTER TO ONE SUBJECT ONLY" _____

March 1, 1982

TO: T. L. Capeletti

FROM: J. S. Martin *J.S. Martin*

SUBJECT: Bolt Action Strategy

We are now getting ready to announce a new bolt action carbine for 1983. I have had the opportunity to look, feel, and evaluate the new proposal. The gun looks great. It has a M/600 action stretched out in the tang area to accept the M/700 fire control and bolt handle. The barrel contour is similar to the M/700 and has been reduced in diameter by .100. There has been a new stamped floor plate added and the trigger bow is the M/788. The stock is new and has a slimmed down look with a new schnoble tip on the fore-end section. The overall weight is 6 lbs. and there are five calibers (short) scheduled for it.

My problem is this. We have been designing this gun, I believe, for the last five years. We have come up with a set of specifications and price that does not go with a bolt action carbine type gun. The bolt action carbine (all in small calibers, 243, 7mm-08, etc.) is a gun an individual will buy for price, small game hunting, and etc. It is not a gun that should be priced with our BDL M/700 unless there is a different type of market out there that I am not aware of. It is a gun a customer will carry in his pick up truck or throw in the back of his trunk. I think we should give some consideration to the working man who doesn't have the big bucks (\$) and is the individual who I feel buys the most guns. I feel we are now telling him we no longer want his business and he will have to buy a Savage, Mossberg, or any other el-cheapo on the market. I don't understand!

At the last Operations Committee Meeting, a proposal was given on our new ADL/BDL M/700 strategy. Now more than ever I don't understand. They are going to have an ADL (or our low cost rifle) set up with a classic stock, no sights, scope rings, cut checkering, floor plate, better finish, etc.; drop the Classic line, and essentially leave the BDL alone or maybe add scope rings.

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Now you have the low price gun (ADL) with what the customer wants on the high price gun. The high price gun (BDL) with RKW finish, sights, etc. is what the customer wants on the low price gun. Again, I don't understand.

If we are to stay competitive in the market place, I think (and it's only my opinion) we better get our act together.

I can't say all this without some suggestions. This is the way I would propose we should go.

Bolt Action Carbine

- Stock like proposed (outside configuration)
- No floor plate
- Use the M/600 guard but make out of aluminum - restyle
- Use finish we have now
- Cost to be equal or below ADL M/700
- Use M/700 fire control
- Use RKW finish on stock
- Use no bind stamp follower

M/700 ADL

- Use the stock we now have on the BDL
- Open sights
- RKW finish
- No floor plate
- Standard finish (metal)
- Plain bolt (no engine turning)

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M/700 ADL (cont.)

- No bolt lock
- No studs
- No white spacers
- No grip cap
- No fore-end tip
- Skip line checkering
- No bind stamped follower

M/700 BDL

- Use Classic stock
- Use satin finish
- Use engine turned bolt
- Use machined follower - also engine turned (no bind)
- No sights
- Add scope rings
- Have new checkering pattern
- Use grip cap like M/4 with inserts
- Black on black recoil pad
- No checkering on bolt handle
- Add special studs for sling - flush mount
- Make sure metal finishes are equal to competition or better

I must be getting old or maybe I don't know what is selling any more but the way we are planning I don't understand. However, there is one conciliation they are going to do something, that makes me feel a little better.

JSM:ws