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|                                      | <u>NBAR</u>    | <u>EXPRESS RIFLE</u> |
|--------------------------------------|----------------|----------------------|
| RECOIL PAD COLOR                     | BLACK          | BLACK                |
| CHEEKPIECE                           | YES            | YES                  |
| WOOD FINISH                          | SATIN          | -                    |
| SYNTHETIC STOCK FINISH               | SMOOTH TEXTURE | ROUGH TEXTURE        |
| SYNTHETIC STOCK COLOR                | BLACK/CAMO     | BLACK                |
| STOCK/ACTION BOLT TYPE<br>allen head | HEX            | HEX                  |
| LEFT HAND ACTION (12%)               | YES            | NO                   |
| SHORT ACTION AVAILABLE               | YES            | NO                   |
| CARBINE AVAILABLE                    | YES            | NO                   |
| BBL LENGTH OF CARBINE                | 20"            | -                    |
| CUSTOM/IMPROVED BEDDING              | YES            | -                    |
| IMPROVED FIT & FINISH                | YES            | -                    |

CONSIDERATIONS MOST IMPORTANT TO THE PURCHASE OF A BOLT ACTION

BIG GAME RIFLE (PRIORITIZED).

1. ACCURATE
2. RELIABLE
3. STRONG
4. HANDSOME
5. AVAILABILITY OF CALIBERS
6. FIT/FEEL, HANDLING

RUGER 77 IS BEST LOOKING RIFLE  
(SEXY)

"IF ITS SHINY, THEY'LL PICK IT UP."

IMPROVE AESTHETIC QUALITIES  
OF OUR PRODUCT.

THIS  
IS  
HISTORY

PURPOSE: DIFFERENTIATE  
NBAR from EXPRESS  
SPECIFICATION PROPOSALS  
NBAR VS. EXPRESS RIFLE

"economy priced"  
EXPRESS RIFLE

|                          | <u>NBAR</u>                      |                                  |
|--------------------------|----------------------------------|----------------------------------|
| BARRELED ACTION MATERIAL | BLUED/MATTE<br>STAINLESS         | BLUED CARBON STEEL               |
| SCOPE MOUNTING           | INTEGRAL BASE                    | RECEIVER DRILLED &<br>TAPPED     |
| * SAFETY TYPE            | THREE POSITION<br>ON BOLT SHROUD | TWO POSITION ON<br>RECEIVER TANG |
| BOLT LOCKING LUG TYPE    | DUAL OPPOSED                     | DUAL OPPOSED                     |
| LOCKING LUG LOCATION     | FRONT OF BOLT                    | FRONT OF BOLT                    |
| BOLT HANDLE              | M700 TYPE                        | M700 TYPE                        |
| EXTRACTOR TYPE           | PRE 64 M700X                     | M700 TYPE                        |
| EJECTOR TYPE             | M700 TYPE                        | M700 TYPE                        |
| BOLT RELEASE             | MAUSER TYPE                      | M700 TYPE                        |
| BOLT SHROUD   PLUG       | CLOSED AT REAR                   | OPEN AT REAR                     |
| BOLT BODY STYLE          | NON FLUTED                       | NON FLUTED                       |
| BOLT BODY FINISH         | POLISHED &<br>JEWELLED           | BLUE/BLACK                       |
| BOLT HANDLE KNOB STYLE   | CHECKERED<br>SURFACE             | SMOOTH SURFACE                   |
| MAGAZINE                 | DETACHABLE                       | BLIND                            |
| OPEN SIGHTS ON BBL       | NO                               | YES                              |
| STOCK MATERIAL           | WALNUT/SYNTHETIC<br>ATTRACTIVE   | SYNTHETIC                        |
| STOCK STYLE              | CLASSIC                          | CLASSIC                          |
| RECOIL PAD               | SOLID                            | SOLID                            |