

In addition to the “cheap” feel of the Model 700 Synthetic stock, its styling is dated. Originally designed as a plastic version of the trusted wood stock, checkering patterns were included in the molded design of the synthetic stock. Now that synthetics have gained acceptance in the market place, it is not a prerequisite that they follow along the same lines with respect to appearance as their wood counterpart. Changes in stock texturing or rubber over-molded panels in the grip and fore end areas of synthetic stocks are beginning to take the place of the more traditional checkering patterns. A great example is the Sako Model 75 Synthetic.

Requirements for a redesigned Model 700 Synthetic stock are:

- Must feel and sound more durable and solid than the current stock
- Must utilize either a texturing change or rubber over-molded panels in the grip and fore end areas
- Must take advantage of new technologies currently under evaluation by R&D to create a non-slip rubberized surface through the injection molding process
- Must minimize or eliminate “swirls” in the stock found in the current synthetic stock

The redesigned synthetic stock will be utilized on the higher price point BDL Synthetic models, providing further brand differentiation from the entry level ADL Synthetic models.

- **Model 700 Classic** – The Model 700 Classic will continue through 2004 and 2005. 2005 will mark the 25<sup>th</sup> anniversary of the Limited Edition classic and will likely mean the end of the series. Caliber offerings for 2004 and 2005 are:
  - 2004 – 8mm Mauser
  - 2005 - .35 Remington
- **Model 700 ADL LS Short Action** – In continued focus to manage Remington’s relationship with Wal Mart, the Model 700 ADL LS will be offered in a short-action platform exclusive to Wal Mart in 2003. Calibers will be .243 Win and .308 Win.

Model	MSP	NSP (Wal Mart)	Volume
Model 700 ADL LS .243 Win	\$419	\$390	2000 units
Model 700 ADL LS .308 Win	\$419	\$390	2000 units

- **Model 700 ADL LS Ultra Mag** – In an effort to continue to improve category growth at Wal Mart, a third version of the Wal Mart exclusive Model 700 ADL LS will be offered in .300 Remington Ultra Magnum in 2004.