Remington Product Proposal Date 05/16/04	
NPP# 2005-14 RAMAC See Below Page 1	
Brief Description: Model 700 XCR (eXtreme Conditions Rifle)	
Site Assignment: ☑ ILION ☐ MAYFIELD ☐ R & D	
Category: ☑ CENTERFIRE ☐ RIMFIRE ☐ ACCESSORY	
Dist Channel: ☑ DOMESTIC	
✓ INTERNATIONÁ	
LAW ENFORCEMENT	
Sales Type: Catalog Spring Winter Strow  Customer Special	
Delivery Info Begin Shipping By  Multiple P.O. Release Dates	05/01/05-07/31/05
Product Description Files	
Product Description	
Bodycote PVD coating new stock with rubber overmolded panels,	
R3 pad and hinged floorplate. Guard and floorplate,	
bbl assmb., bolt assmb, boltplug should all match with coating.	
Trigger pull weight to be set at final assembly @ 4.5lb - 5.5lbs range.	
Engineering to provide details on features/benefits of new coating by	
6/1/04. Engineering should also conduct test to demonstrated	
new coating's anti-corrosion properties as they compare to Ruger, Brow	vning/USRAC, Sava
products for use by Marketing in promoting the new line.	_
See Trull for details on conducting this testing.	
Product Specs	
Model: 700 XCR Hand: RT	
Caliber: Multiple+See below	
Stock Material wood Synthetic Saminate Type/Color: New w/ ov	rermolded grips
Stock Finish HIGH GLOSS WATTE CAMO OTHER	
Reciever Material ☑ STAINLESS ☑ CARBON ☐ STANDARD	
Reciever Finish GLOSS SATIN BLAST BLACK OX BODYCOTE PVD CAN	410
Barrel Material STAINLESS STANDARD	
Barrel Finish ☐ GLOSS. ☑ SAXIN ☐ BLAST ☐ BLACK OX ☑ BODYCOTE PVD ☐ G	CAMO
Barrel Profile STD & MAGNUM FLUTED PORTED	
Barrel Length 24" STD LA & SA CALIBERS, 26"MAGS, 24" W/SIGHTS (.375 H&H,	375 ULTRA MAG C
Bolt Finish GEROMED CHRONELED BLUED OTHER Bodycote PVD	
Checkering Rubber overmolded panels in grip & fore end (see model)	
Recoil Pad/Butt Ptr R3	
Drop at Comb STD BDL SS	
Drop at Heel STD BDL 38	
Length of Pull STD BDL SS	
Swivels STD BDL SS Sights None (except on .375 H&H & .375 Ultra Mag - see above)	
Bases None	
Dases Notice	

Diago Nogo	
Rings None	
Scope None	
Special Ser # None	
Special Markings None	
Laser Engraving None	
Special Packaging None	
Accuracy Specs. 3 shot: STD 4 shot: STD 5 shot: STD	
Ammunition Req. Standard gallery	
Mag Box BDL Style guard and floorplate w/ coating to match bbl. Assmb.	

## **Remington Product Proposal**

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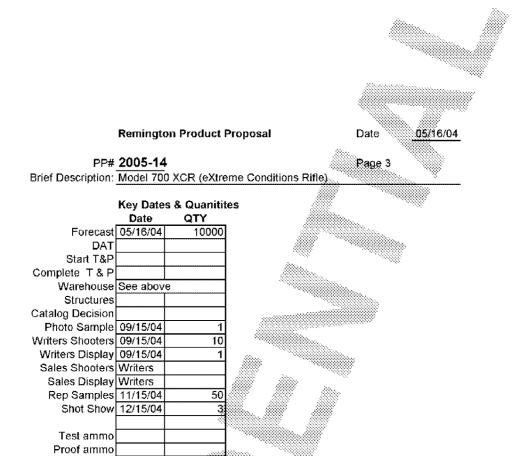
Brief Description: Model 700 XCR (eXtreme Conditions Rifle)

Market Overview: This will be the Halo product for the Model 360 catalog line to compete with the Sako 75 and the Windhester M70 Ultimate shadow both with overmolded stocks and premium price tags.

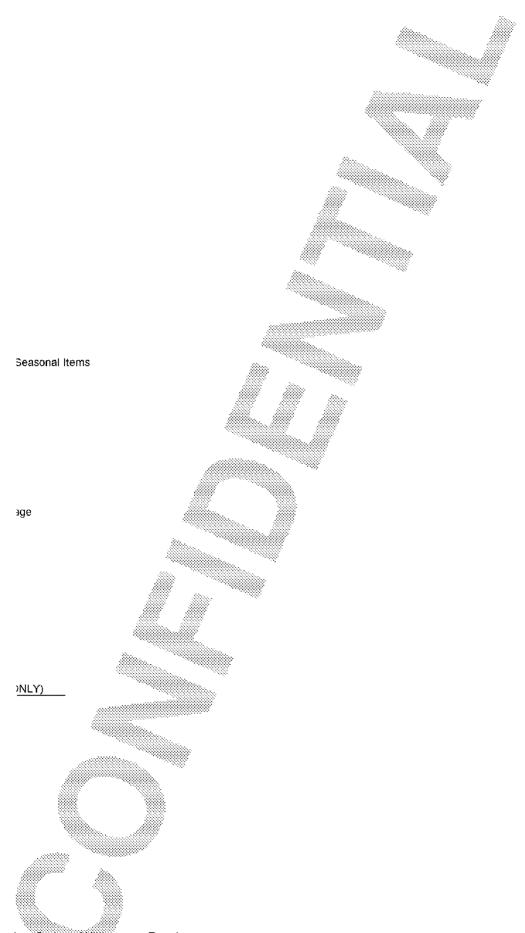
		25	F.	25,000			
Volumes		Nationa	Domestic			Law	1st Yr
SKU	Description	Accounts	Agencies	Int'I	Canada	Enf.	Total
27165	270 Win		1250	<b>&amp;</b>			1250
27167	30-06	000000000000000000000000000000000000000	1250	3		0	1250
27169	7mm Rem Mag		1300				1300
27171	300 Win Mag		1250				1250
27173	270 WSM	Mar.	1250				1250
27175	300 WSM		1000				1000
***************************************	338 Win Mag	Seasonal	300				300
27191	975 H&H	Seasonal	<u></u>				300
	7mm RUM	******Seasonal	500				500
27181	300 RUM		1000				1000
111111111111111111111111111111111111111	238 RUW	Seasonal	300				300
27193	375 RUM	Seasonal	300				300
	4		3500				0
		0	10000	0	0	0	10000

Unit Pricing	MSP Invoice 630 \$ 563 \$	FET	RemCash	cost	\$Margin	%Margin
SA/LA	630 \$ 563 \$	<b>56</b>	\$ 507	255	\$ 252	50%
Magnum	650 \$ 581 \$	58	\$ 523	255	\$ 268	51%
Ultra Mag	660 \$ 590 S	59	\$ 531	255	\$ 276	52%

Submitted By J. Truil
Revisions: Original



Gallery ammo



Comparal	ble Product #1		R/	AMAC		29692	De	scription	700	BDL S	s 7	mm Ren	Mag
	Unit Pricing Actual	MSP 596		Invoice 533	\$	FET 53	\$	RemCash 479		cost 207	\$	Margin 272	%Margin 57%
Comparal	ble Product #2		R/	AMAC		27047	De	scription	700	CDL 7r	nm	Rem Ma	ag
	Unit Pricing Actual	MSP 552		Invoice 493	\$	FET 49	\$	RemCash 444		cost	\$	Margin 444	%Margin 100%
Comparal	ble Product #3		R/	AMAC		27480	D€	scription	700	ADL S	ΥN	7mm Re	m Mag
	Unit Pricing Actual	MSP 375	\$	Invoice 335	\$	FET 34	\$	RemCash 302		cost 168		Margin 134	%Margin 44%
Proposed	Product Pricing	l	R/	AMAC	Sec	NPP	Dε	scription	700	XCR (é	Xtr	eme Cor	nditions Rif
	Unit Pricing Target	MSP 630	\$	Invoice 563	\$	FET 56		RemCash 507		cost 255		Margin 252	%Margin 50%
Cost Basi 9692 less stock		á és.											



21 30

10 254.91

new stock coating steel guarc Total

