

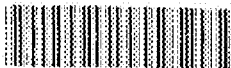
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MARKET EVALUATION, POSITIONING,
AND FEATURIZATION
OF A
NEW BOLT ACTION CARBINE STYLE
CENTER FIRE RIFLE

For: Remington Arms Company, Inc.

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that feature (and thus without whatever price increment the grip cap would entail).

The recoil pad of Model M is favored, and could be adopted with reasonable confidence, though Models V, S, and R would likely also be acceptable.

Checkering is overwhelmingly preferred, with some slight favor for Model Q which has the checkering all around the fore-end. It appears that checkering (unlike such features as grip cap, bolt jewelry, or front bead color) is important enough to consumers to support a price increment. Pressed checkering is preferable to no checkering, but would not support as high a price increment as cut checkering.

Walnut is the preferred wood with Model V being the highly favored color and (non-)gloss level. A straight, not dog-legged, bolt handle contour with a knurled knob (Model V) is significantly more popular, as is a non-blued, jeweled bolt body.

After much discussion, the safety type of Model S (2-position safety with a separate push button bolt release mechanism located on the side) seems to win on the basis that it has the advantages of all or any of the other safety types, without the disadvantages.

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pay between \$5.00 and \$10.00 for it:

~~"If it's a good manufacturer it should be standard with the gun."~~

~~"I think it looks nice but wouldn't pay more than \$10.00 for it. \$5.00 is more reasonable."~~

~~"I prefer jewelery but I wouldn't pay extra for it."~~

Type of Safety

The 2-position safety with a separate bolt release mechanism is clearly approved (in the S version, though, not the M). In effect, it offers the advantages of any or all of the others, without the disadvantages:

"I don't like the 3-position safety -- there's more to go wrong."

"I prefer a separate release on the other side of the bolt away from the safety location. This would never foul up."

"I like the bolt release completely separate from the safety -- less complications."

Between these two 2-position safetys with separate bolt release mechanisms, Model S with the button type bolt release is preferred much more strongly than M. The "rocking lever" treatment of M is actually the least preferred safety (of any and all types) in the entire test:

"It's a brush catcher. And it takes (too) little pressure to release it."



Between the two types of conventional 2-position safetys, opinion is divided, with just a slight edge for the type in which the bolt is locked down on safe. Each type has its supporters, though.

Model V (bolt locked down on safe):

"I have three teenage boys and I don't want them to have any choices."

Model Q (bolt can be opened on safe):

"I don't think most people find it that important for the bolt to lock down -- as long as the safety is still on and it won't fire. That's the main thing. With Q you are able to load and unload with the safety on."

In addition to the personal safety aspects of the above viewpoints, there is some preference for the lock-down treatment on grounds that it prevents accidental snagging and lifting of the bolt on a twig, unbeknownst to the hunter, thus possibly resulting in a missed opportunity.

There is some favor, as well, for the 3-position safety, but others feel it is too complicated -- just another thing to go wrong:

"I don't like the 3-position safety. There's more to go wrong. The simpler the better."

After a demonstration, however, several decided they like it:

"Maybe with a 3-position safety there is less of a possibility that the gun would go off when loading it."



"When I'm hunting with lots of people getting in and out of a car, I don't want it to go off. The 3-position safety would avoid this."

However, with all the different choices, there is a clear consumer preference in this research for a safety that has a separate bolt release mechanism that lets you "have it your way," whatever that way may be.

Location of Safety

The shroud location, as on the Winchester Model 70 fares poorly. The side locations on the test products are much preferred, especially Model V. A few respondents mention preference for the Remington Model 700 location.

Overall Preference

Respondents clearly prefer Model V by far when asked about overall preference; and this is supported by their strong preferences for Model V's fore-end contour design, bolt handle contour and styling, wood color, wood gloss, and location of safety. However, not too much importance should be attached to this particular finding, since the more detailed results on features, as discussed herein, suggest that some sort of "composite" model is called for, drawn from favored aspects of the various prototypes.

