

# REMINGTON ARMS COMPANY, INC.

INTER-DEPARTMENTAL CORRESPONDENCE

**Remington**  
SUPPLY

**PETERS**  
SUPPLY

*copy to*

xc: J. P. Glas  
J. E. Preiser  
J. S. Martin  
F. E. Martin

*② workman*

"CONFINE YOUR LETTER TO ONE SUBJECT ONLY"

Ilion, New York  
April 28, 1981

TO: C. B. WORKMAN  
FROM: T. L. CAPELETTI  
SUBJECT: MODEL 700 FEATURES FOR POSSIBLE USE IN ADVERTISING

*file - This  
basis list can be used to  
develop an advertising  
campaign in conjunction with  
our competitive evaluation now  
in progress  
Clark*

In response to Marketing's inquiry concerning strengths of the M/700 design which may be used in advertising campaigns, I asked Fred Martin to itemize areas he felt were significant. Fred provided me with the following information:

- |              |   |   |
|--------------|---|---|
| * Strength   | - | Action - Ability to withstand abuse of inexperienced handloaders.   |
|              |   | Extractor - Comparison of competitive systems.  |
| * Accuracy   | - | Still the most accurate production center fire rifle made. Accurate enough to be used competitively "out of the box".                           |
| Fire Control | - | Adjustable and smooth; still the best production trigger available - with planned modifications, will have another safety feature to advertise. |
| Calibers     | - | A caliber and a loading available for anything from ground squirrels to Kodiak and Brown bear or elephant and rhino.                            |
| Adaptable    | - | Several variations are available for military and police work. Gun/cartridge combination can be tailored to individual application.             |

As indicated by the \*, Fred feels that strength of the action and extraction systems and accuracy are prime selling points for these rifles.

TLC:ws  
Firearms Research Division

*Send to J. P. Glas 4/28/81*