

15. How should we advertise the rifle you tested?

THE LIGHT WEIGHT EASY TO HANDLE, CONSIDER
THE DRY LONG, BUT STILL ACCURATE. REACH LIST
SHOOTERS WHOSE RANGE IS UP TO 20" RIFLES ARE
VERY ACCURATE

16. What does the word "carbine" mean to you?

SHORT BARREL, LIGHT WEIGHT, EASY TO HANDLE,
POSSIBLY NOT TOO ACCURATE

17. Assuming the new gun was introduced in 1980 in .222, .22-250, .243, 6mm, .308 and 7mm-08 at a retail price \$20 below the M/700 ADL, what impact would it have on other Remington center fire rifles?

IF ADVERTISED AND PROMOTED PROPERLY
SHOULD HAVE LITTLE IMPACT. SHOULD CREATE
NEW MARKET FOR "MOUNTAIN CARBINE"

Respondent's Name:

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