

BOLT ACTION RIFLE QUESTIONNAIRE

7mm-08 Cal. Serial #B6226259

1. What do you like about the new bolt action rifle?

I like the concept of a high quality bolt action carbine.
Plus-factors of my sample include cut checkering, correct
barrel length and high gloss finish.

2. What do you dislike about this new gun?

If our objective is to provide consumers with a lightweight
carbine, I would recommend additional investigation to reduce
weight by approx. 1 lb. This sample weighs slightly over 7 lbs.
and feels no lighter than an average M/700. Other negative
factors as follows (see other side #2.).

3. How would you improve the consumer acceptance of this bolt action rifle?

- 1) Reduce weight and bulk.
- 2) Improve stock material, finish and design.
- 3) Provide aluminum cast trigger guard and mag. cover to
enhance quality, reduce weight.
- 4) Include a hard rubber rifle pad replacing current butt plate.
- 5) Reduce barrel diameter and weight.

(Continued on other side, #3.)

4. In terms of overall quality, how does this new gun compare to other center fire rifles in Remington's line?

An upgraded version of our M/788; at best, equal in perceived
value to the M/700 ADL. (Not near M/700 BDL standards.)

5. Given a \$210 suggested retail price for the M/788, a \$298 price for the M/700 ADL and a \$358 price for the M/700 BDL, where do you think the new gun would fit in our line from a price standpoint?

In its current form, I would not price any higher than the
M/700 ADL. I visualize the end product to be a miniature
M/700 BDL priced at approximately \$325.

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