

TRAVEL PRECLUDED MY ABILITY TO SHOOT  
RIFLE IN THIS TIME FRAME. REACTIONS  
ONLY TO VISUAL + HANDLING -  
BOLT ACTION RIFLE QUESTIONNAIRE

7mm-08 Cal. Serial # 362261B

1. What do you like about the new bolt action rifle?  
THE CONCEPT - CARBINE - SHORT FAST  
HANDLING BOLT ACTION RIFLE
2. What do you dislike about this new gun?  
THE EXECUTION - THE RIFLE IS TOO HEAVY  
AND CLUBBY LOOKING - DO NOT LIKE SHEET  
METAL TRIGGER GUARD FLOORPLATE - BHI TOO HEAVY
3. How would you improve the consumer acceptance of this bolt action rifle?  
SLIM DOWN BHI, BETTER SIGHTS, WILKINUT STOCK,  
SLIM DOWN STOCK PROFILE, DIFFERENT BOLT HANDLE.  
770 BDL FLOORPLATE ASSEMBLY.
4. In terms of overall quality, how does this new gun compare to other center fire rifles in Remington's line?  
CLOSER TO 788 THAN 700. QUALITY OF  
EXECUTION IS SIMILAR. QUALITY OF DESIGN  
IS A BIT IN LIMBO. NOT CLEAR WHETHER SUPPOSED  
TO BE CHEAP M788 REPLACEMENT OR WHAT?
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?  
MAYBE \$250. SOMEWHERE BETWEEN 788  
+ 700 ADL.

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