

15. How should we advertise the rifle you tested?

SHORT, LIGHT, FAST HANDLING, HANDY.
COMPLEMENT TO FULL SIZE MEDIUM BIG
GAME RIFLE. GOOD FOR MOUNTAIN AND
THICK COUNTRY HUNTING.

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

A SHORT, LIGHT, SLENDER AND EFFICIENT
RIFLE OF HIGH QUALITY. A MORE
PORTABLE VERSION OF MY MAIN BIG
GAME RIFLE

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?

DO NOT SEE VERY MUCH PLUS BUSINESS
IN CURRENT FORM. FEAR WOULD MOSTLY
TAKE FROM 288 + 700 ADL SALES. IF GUN
WERE HIGH QUALITY "LITTLE BROTHER" TO
700 ADL WOULD PICK UP MORE PLUS BUSINESS
FROM INCUMBENT OWNERS OF THAT MODEL
Respondent's Name: TOM RAWSON

LOOKING FOR A "CARBINE"