



Bolt Action Rifle Strategy - Marketing Research

Need Five (5) Samples:

1) Low Price M/700

Price $\approx$ M/788

Features - M/700 long action, 22" barrel, M/788 sights, birch stock, ~~no~~ ^{anti-rattle} formed magazine follower, no floor plate, straight classic stock, low cost bolt handle (no jeweling on knob), no Harper buffing on action (and ~~anti-rattle~~), no sling swivel studs, no grip cap, low cost lacquer finish

See what it would take to make a stamped trigger guard relate to 788.

2) M/700 ADL Competitive with Ruger M/77

Features (As per July 14, 1981 letter from Marketing)

Standard M/700 Action, detachable floor plate, no iron sights, scope mount rings (included in package, not installed), redesigned cast magazine follower, no bolt lock, jeweled bolt, M/700 ADL stock, cut checkering (with reduced pattern from BDL or classic), new lacquer finish - medium gloss, sling swivel studs, M/4 butt plate, BDL grip cap

Grip cap same as M/4 Grip cap with present BDL checkering.

(2)

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Bolt Action Rifles (Cont)

3) Upgraded M/700 BDL

Features - Present BDL + M/4 type grip cap, contrasting wood fore-end tip (eg rosewood), steel trigger guard, floor plate, improved metal finish, scope mount rings (included in package/not installed), new Tacquer finish - medium gloss

Bolt Handle, Bolt plug, Bolt, Floor plate

4) Bolt Action Carbine

Features - Same as recent models

5) Model 7

Features - As currently proposed + straight stock with cheekpiece (If necessary, buy a custom stock such as those currently made for M/700's)