

REMINGTON ARMS COMPANY, INC.

INTER-DEPARTMENTAL CORRESPONDENCE



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March 15, 1982

TO: C. B. WORKMAN
FROM: T. L. CAPELETTI *TC*
SUBJECT: BOLT ACTION RIFLE MARKETING STRATEGY

Clem Riley called last Friday to indicate that they are revising the Marketing Strategy based on further discussions with Sales and Marketing personnel. The new strategy is as follows:

A. 1983

1) Restyled "ADL"

- New introduction
- New Model designation
- With scope mounts
- Direct competition with Ruger

2) BDL

- Unchanged
- No scope mounts (Not even on fulfillment)

3) Classic

- Unchanged
- Special Order only

4) Current ADL

- Unchanged
- Reduce to three (3) most popular calibers only (eg. 30-06, .243, etc.)
- Strategy is to offer through Mass Merchants (K-Mart)

B. 1984

1) Restyled "ADL"

- Add calibers

2) BDL

- Unchanged
- Phase down production to zero inventory

3) Classic

- Unchanged

4) Current ADL

- Unchanged

C. 1985

1) Restyled "ADL"

- Unchanged

2) Restyled "BDL"

- Approximately six (6) calibers
- Except for Varmint and Left-Hand specials

Bolt Action Rifle Marketing Strategy

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3) Classic

- Convert to Restyled BDL
- Special calibers by order only

4) Current ADL

- Delete or unchanged and delete in 1986

TLC:ws