

REMINGTON ARMS COMPANY, INC.

CC: J. E. Preiser  
J. M. Yonosko

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K.D. GREEN

W. H. COLEMAN  
K. D. GREEN  
J. F. WINSKE

FIREARMS BUYER SATISFACTION STUDY

Each year we conduct a survey of known Remington Firearms purchasers to determine their satisfaction with our products. In December of 1989 4,200 questionnaires were sent out of which 2,177 responded.

Attached for your review and use as you see fit are the results of the survey. Basically, we do not see significant changes over the years measured; however, there continued to be areas such as Centerfire rifle triggers that leave room for future developments and further consumer satisfaction.

Hope this helps.

  
C. A. RILEY

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Attachment

5-29-90  
J. YONOSKO  
ASST. TO THE PRESIDENT