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MARKETING OVERVIEW

MODEL 700

1993 ENHANCEMENTS

OVERVIEW

March 10, 1992

The 1992 additions to the 700 line appear to have been well received by the market. They filled niche market needs that were void of a Remington offering. However, to remain competitive, features need to be added to the 700 product line.

The trend in the bolt action rifle market is towards detachable box magazines. The proposal for 1993 is to add a 700 Stainless Synthetic with a detachable magazine (700 SS-DM), add a 700 BDL with a detachable magazine (700 BDL-DM), replace the current 700 Mountain Rifle with a 700 Mountain Rifle with a detachable magazine (700 MTR-DM) and add a 700 Police with a detachable magazine. The 700 SS, ADL, BDL and LS would remain in the line as currently offered. The 700 MTR would be dropped.

The Model 700 product line for 1993 would look as follows:

Model 700 SS-DM (Same calibers as the 700 SS)
Model 700 SS (Add short action calibers)
Model 700 MTR-DM (Standard 700 MTR calibers)
Model 700 BDL-DM (Same calibers as the 700 SS-DM)
Model 700 Police-DM (.308 WIN only)
Model 700 Classic (222 REM)
Model 700 BDL (No change)
Model 700 ADL (No change)
Model 700 Police (No change)

In addition to the detachable magazine box proposal as described above, the .220 Swift is proposed for the 700 Varmint Synthetic (700 VS). Also, the Classic caliber for 1993 is the 222 REM.

If the test results are favorable for "5R" rifling, the proposal is to add "5R" rifling to the Model 700 line for 1994 introduction. To maintain product integrity, this rifling configuration would be added to all Model 700 and Model Seven specifications. The proposal would be to phase "5R" rifling into production early 3rd quarter of 1993. This would reduce the potential for obsolete inventory created by the 1994 announcement.