

NBAR

8.10.92

KEY CONCEPTS MARKETING

PRODUCTION

DUAL LINE AT INTRODUCTION '95:
M200 & NBAR PRODUCED
CONCURRENTLY FOR FIRST
YR OR 2 OR 3 8-92 J. BUNTING
PHASEOUT M200 BY 1997 INTO LOW
COST BOLT ACTION.

1992	1993	1994	1995	1996	1997
NOW	FIRM CONCEPT		INTRO NBAR		PHASE OUT M200 INTRO LOW PRICE 200 BOLTS

MARKETING POSITION

NBAR TO BE MED-HIGH
PRICED REPLACEMENT FOR 700 BDL.